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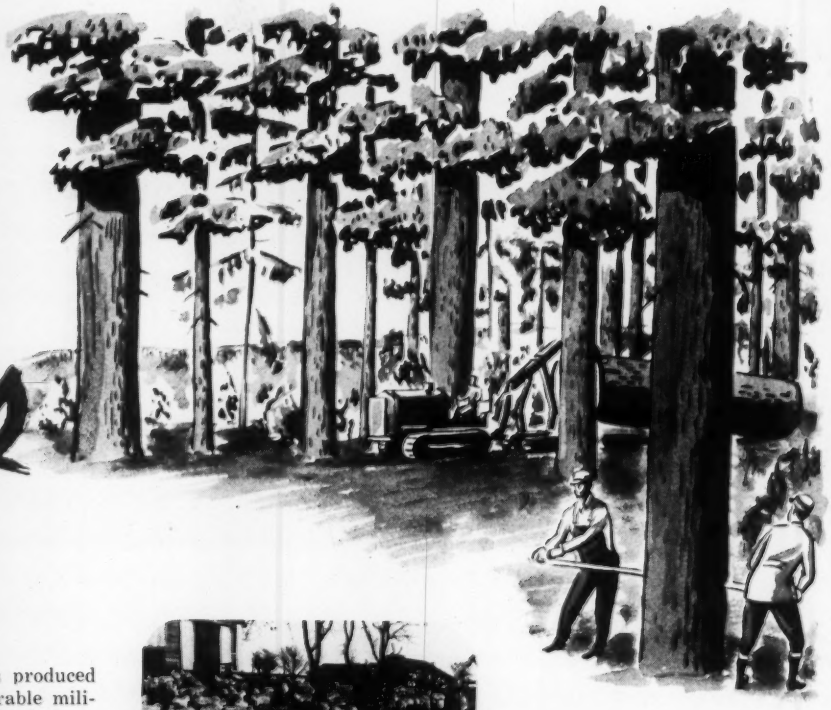

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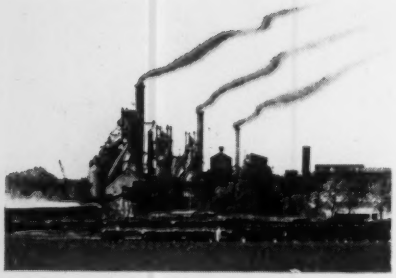

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THE BEST MUSIC SESAC IN AMERICA

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SOL TAISHOFF, Editor and General Manager
MARTIN CODEL, Publisher (on leave)
Maury Long, Advertising Manager
Bernard Platt, Circulation Manager
J. Frank Beatty, Managing Editor
J. N. (Bill) Bailey, Associate Editor
K. R. Breslau, Adv. Production Mgr.
Henry Liebschutz, Art Director

NEW YORK BUREAU
250 Park Ave., Telephone—PLaza 5-8355
Bruce Robertson, Associate Editor
S. J. Paul, Assistant Advertising Manager

CHICAGO BUREAU
360 N. Michigan Avenue, Telephone—CENtral 4115, James J. McGuinn

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1509 N. Vine St., Telephone—GLadstone 7353, David H. Glickman
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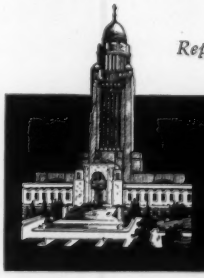

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RCA

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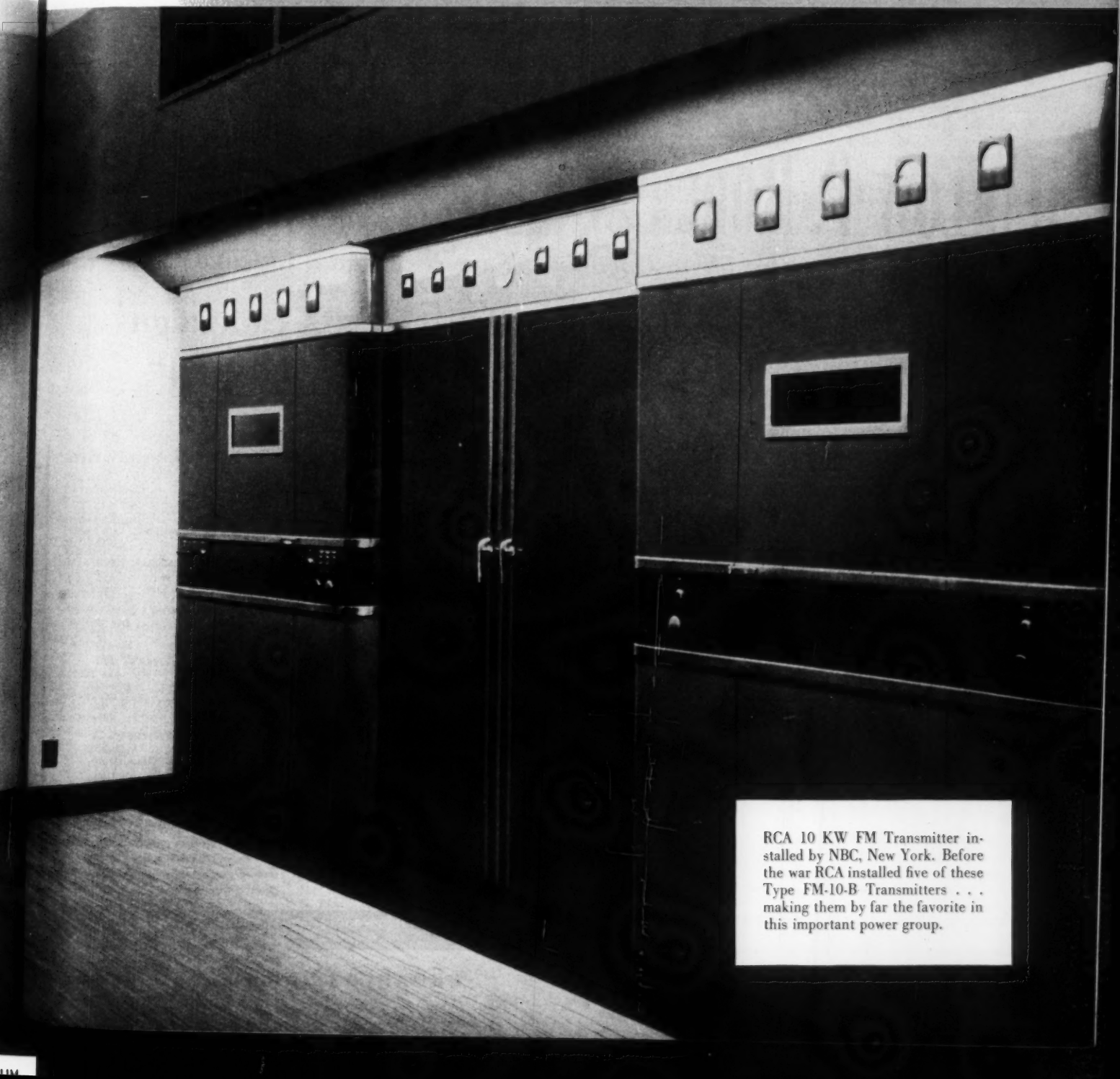

RCA 10 KW FM Transmitter installed by NBC, New York. Before the war RCA installed five of these Type FM-10-B Transmitters . . . making them by far the favorite in this important power group.

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Press-Ownership Ban Dropped by FCC

About-Face Action Upholds Craven Principles

By SOL TAISHOFF

IN A FULL-SCALE reversal, the FCC last Thursday dismissed its newspaper-divorcement project by unanimous vote, leaving the way open for newspapers to participate in all licensed radio activities, with applications to be considered on their individual merits.

Ending the uncertainty that has prevailed since March 1941, when the proceedings were begun, the Commission issued a simple "public notice" or news release stating that it had decided not to adopt "any general rule" with respect to newspaper ownership. Previously, it had tentatively decided to consider newspaper ownership as "an element", among others, in processing applications for facilities.

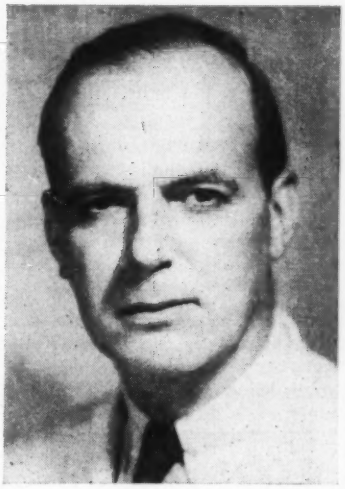
"Diversification" Desirable

The action promptly was hailed by the Newspaper Radio Committee's chairman, Harold V. Hough, WBAP-KGKO Fort Worth, as "a wise and just decision". It terminated a battle that has been carried to the White House and to Congress.

While concluding that there would be no special rule applicable to newspaper ownership, the Commission nevertheless stated all of its members are agreed to the general principle that "diversification of control" is desirable among the media of mass communication. The public notice stated the Commission doesn't feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business, but that it does not intend to permit "concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee".

The action is regarded as a signal victory for Commissioner T. A. M. Craven, who had steadfastly opposed any compromise or equivocation which might result in "class distinction". Commissioner Norman S. Case, it is understood, played an important role in winning over a seeming majority of the Commission to outright dismissal and pronouncement of a non-discriminatory policy.

GREATEST VICTORY



COMDR. CRAVEN

It is an open secret that Commissioner Craven had prepared a dissenting opinion, urging dismissal on the ground that the record in the newspaper investigation supplied no evidence warranting action which would preclude newspapers from owning stations or from entering in the new fields of FM, television and facsimile. The controversy, from its inception in the early days of this administration, has been fraught with "high politics", and most recently has been under scrutiny of the Senate Commerce Committee in its consideration of new legislation.

Text of FCC public notice dismissing newspaper ownership issue on page 65

Press Applications Expected

Action came at a session that ran from 3:30 to 6:30 p.m., last Thursday. The Commission decided to forego a formal opinion, or a proposed finding on which arguments might be held. There was much discussion about the precise language to be employed.

The steering committee of the Newspaper Radio Committee, by coincidence, was meeting in New York at the time the FCC reached its decision. At a session held Friday morning, the Committee issued a statement wholeheartedly approving the dismissal but reiterated its position as to the need for "clarifying legislation" by Congress. Chairman Hough and other spokesmen for the Newspaper Radio Committee urged the Senate Interstate Commerce Committee in testimony last month to write into the law a specific provision against any class discrimination by the FCC.

The ruling was interpreted as meaning that in competitive situations the newspaper applicant will be considered on the same footing as non-newspapers, all other factors being equal. It is expected promptly to bring a substantial number of applications for standard station transfers to newspapers, as well as an influx of FM and some television applications from publishers.

The Commission said it will submit to the Senate and House committees identified with radio a "summary of evidence" adduced at the hearings, held intermittently for seven months between July 1941 and Feb. 12, 1942. This will inform Congress of the facts developed "for any consideration which they may desire to give the matter", it was announced.

Three Pending

Most recent compilations [BROADCASTING, Jan. 3] showed a total of 172 stations owned by or affiliated with newspapers through stock ownership, along with five in the possessions. There are pending before the Commission only three applications involving transfers of stations to newspapers. But some 65 applications, for FM as well as standard broadcasting either have been thrown in the suspense files or stymied because of the April 27 freeze order banning new construction. Renewed activity by newspa-

(*Continued on page 10*)

Sale of Four Bulova Stations Reported

All Holdings Except WNEW in O'NEIL Transaction

ACQUISITION of four of the Bulova-owned stations by W. O'Neil, president of the General Tire and Rubber Co., which owns the Yankee Network, and an associated group, for $1,175,000 was reported consummated last week subject to FCC approval.

The transaction was understood also to include an option to purchase WNEW New York at a price equal to that of any other offer—probably upwards of $1,100,000 for the 90% interest held by Arde Bulova, New York watch manufacturer, and his immediate associates.

The stations which would be acquired under the O'Neil transaction, in negotiation for several months, are: WPEN Philadelphia, WNBC Hartford, WELI New Haven, and WCOP Boston. Also included would be WPEN-FM, adjunct of the Philadelphia outlet.

While no formal statement was forthcoming, it was reliably reported that Mr. O'Neil would retain only one or two of the stations, with the others to be sold as part of the transaction to interests identified with him. If the WNEW transaction is consummated, it is presumed Mr. O'Neil would retain it as key for the Yankee Network.

According to best available information, the transaction lined up this way: (1) Acquisition of the four-station group by Mr. O'Neil for $1,175,000; (2) Possible retention of WNBC by W. O'Neil or Yankee; (3) Likely sale of WPEN to the *Philadelphia Bulletin*, along with the FM adjunct. Dismissal by the FCC of the newspaper divorcement proceedings last Thursday would clear the way for this transaction; (4) Possible sale or lease of WCOP to William B. Dolph, general manager of WOL Washington, Herbert L. Pettey, director of WHN New York, and Sen. D. Worth Clark (D-Idaho). This transaction might be financed by a banking institution and leased to the Pettey-Dolph-Clark group for a long term; (5) Possible retention of WELI by Mr. O'Neil for

(*Continued on page 61*)

Newspapers: Free, White and Eligible . . . *An Editorial*

WHATEVER the motivating force, the FCC redeemed itself in some measure by dismissing the newspaper-ownership proceeding. The effect of the unanimous decision is to retain the status quo. Applications will be considered on their individual merits, whatever the business of the applicant, but the effort will be against concentration of control.

It has been that way for years. Some members of the Commission, possibly a majority, look askance upon newspaper ownership. The decision was an about-face for them. And the action, therefore, was the maximum that could have been expected. The Commission was on the spot, by virtue of insistent demand from Congress. The decision, while not the millenium, is an expression against discrimination among licensees.

Ugly Episode Ends

Thus ends (perhaps only for the present) one of the ugliest episodes in the annals of so-called administrative law. An estimated quarter-million dollars in taxpayers' funds was spent on the inquiry during its three-years of pendency. Station and newspaper files were rifled in the process to "get" something on newspaper stations or press associations. Newspaper-owned stations spent thousands in self-defense. Thus the Commission leaves the issue exactly where it found it. By the action the FCC really decides to let well-enough alone.

To one man, more than any other, must go the credit for the Commission's action. It was Commissioner T. A. M. Craven who unswervingly held for dismissal. During the last few weeks there were efforts to compromise and equivocate and to quibble about words, so that newspaper stations would remain undisturbed (for the present), while future acquisitions would be blocked. At one point the vote appeared to be 5-1 against Commissioner Craven. He stood his ground. The sheer logic and force of his dissenting views, plus the apathetic view of important personages in Congress, brought the Commission around.

There are others who battled vigorously for this result. Harold V. Hough, Fort Worth broadcaster, who was instrumental in organizing the Newspaper-Radio Committee and served as chairman from its inception in 1941, kept the opposition forces together. Without flag-waving or bombast, he carried the fight. He should get a medal.

The story of that final meeting last Thursday isn't public. But it is known that Commissioner Norman S. Case was a pillar in bringing about the compromise. He was instrumental in changing the views of the majority which sought to place an additional "burden of proof" on newspaper owners.

Having adopted the principle of considering applications on their merits, we trust the Commission will see fit to reconsider its arbitrary order against "duopoly" or multiple ownership of stations in the same or overlapping areas. The same standard, it is evident, should be applied to future acquisition of FM, television and facsimile stations by standard broadcasters or other qualified applicants.

But this determination should not be left to the FCC. It should be set out clearly and unambiguously in the law. The Newspaper Radio Committee wisely has reiterated its position that clarifying legislation by Congress should be enacted and included in the White-Wheeler Bill now pending before the Senate Interstate Commerce Committee. Such a provision should apply to all applicants, so long as they are in a lawful business.

A Monument to Craven

The story of the newspaper case reflects the best aspects of bi-partisan Government, whatever the political labels of the incumbents. Commissioner Craven, usually flanked by Gov. Case, has represented a militant minority on virtually every policy issue. He stood his ground on the newspaper issue. The Commission felt it had to have an unanimous vote. He won.

Commissioner Craven's term expires in June. He has indicated a desire to return to private life. There is even some question about reappointment because of his opposition to bureaucratic inroads upon private business.

Whatever the outcome, the dismissal of orders 79 and 79-A, stands as a monument to T. A. M. Craven.

Press Ban Dropped

(*Continued from page 9*)

pers in all aspects of radio now is foreseen, with ultimate "unfreezing" of certain of the pending applications.

Commissioner Craven stood alone against his five colleagues in the fight. After the Commissioner had allowed the issue to languish for nearly three years, demands from Congress that something be done resulted in the conclusion a few weeks ago that action would be forthcoming "before the end of 1943". The original policy, tentatively agreed upon in mid-December by the Commission on a 5-1 division, would have "tolerated" existing newspaper ownership, but was so drawn as to infer that there would be no new grants to newspaper applicants, and no transfers.

Reaction from Congress was such that the FCC majority decided to make haste slowly. A meeting had been scheduled Dec. 30, but after the news about the tentative ruling had "leaked", Chairman James Lawrence Fly suddenly called off that session. Illness of Commissioner C. J. Durr prevented consideration until the meeting last Thursday.

What bearing the action might have on the FCC's order barring multiple ownership of stations in the same or overlapping areas is problematical. It was pointed out that if a similar policy of considering cases on their "individual merits" is pursued, the question would be easily resolved. There would be eliminated the necessity for forced selling of stations in areas having a multiplicity of outlets if the competitive situations are such that there can be no "control of the media of mass communications" or "monopoly of the avenues of communicating fact and opinion to the public".

It is logically expected that negotiations for acquisition of stations by newspapers, held in abeyance pending the FCC's action, will be resumed forthwith. Such newspapers as the *New York Times* and the *New York Daily News* are known to be desirous of getting into radio. The *Washington Post* and newspapers in Philadelphia and in other large cities have marked time in their conversations about station acquisitions awaiting the ruling.

The action was construed as terminating for the foreseeable future any further conflict over newspaper ownership. The FCC, it was pointed out, after a long, exhaustive and expensive hearing to both Government and newspapers, has concluded that "in the light of the record" and the "grave legal and policy questions involved", it will not adopt any general rule on newspaper ownership. It could not reopen the issue, according to legal observers, unless there are motivating circumstances.

Psychic Mr. Hough!

WHEN the FCC newspaper decision came down Thursday evening, the Newspaper Radio Committee's governing committee was meeting in New York "by pure coincidence", says its chairman, Harold V. Hough, WBAP-KGKO Fort Worth. It was called together for Thursday and Friday, evidently to await the "verdict". All members were present except Gardner Cowles Jr., of Des Moines. The roll read: Messrs. Hough, Walter J. Damm, WTMJ Milwaukee; H. Dean Fitzer, WDAF Kansas City; Truman Green, WFLA Tampa; Maj. E. M. Stoer, Hearst Radio Inc.; A. H. Kirchhofer, WBEN Buffalo; John E. Person, WRAK Williamsport, Pa., and Harry M. Ayers, WHMA Anniston, Ala.

NRC Applauds FCC's Action But Reiterates Legislative Plea

THE STEERING committee of the Newspaper Radio Committee, formed in 1941 to combat the FCC's proposed newspaper-divorcement order, met in New York last Thursday and Friday to discuss future plans. On Friday morning, after scrutiny of the FCC's public notice, Chairman Harold V. Hough, in the committee's behalf, issued the following statement:

"The Newspaper Radio Committee welcomes the dismissal of the proceeding involving newspapers in radio. It has always contended that the entire question was within the province of Congress rather than the FCC and it therefore approves wholeheartedly the action of the Commission in dismissing Orders 79 and 79A discriminating against newspaper ownership.

"The record of the newspapers in the field of radio was subjected to the most careful scrutiny and many thousands of pages of testimony and hundreds of exhibits with respect to the activity of newspapers in radio were presented to the Committee during extended hearings. Under these circumstances it is a source of pride to the Newspaper Radio Committee that the record of newspapermen as radio operators was such as to justify the action taken by the FCC.

"The Commission has soundly refrained from making any decision adverse to newspaper ownership. However, the Newspaper Radio Committee's position as to the need for clarifying legislation by Congress with respect to the powers of the Commission is unchanged."

Republicans Challenge Jett Nomination

Roosevelt Names Chief Engineer To FCC

A POLITICAL issue over President Roosevelt's nomination last week of Lt. E. K. Jett, USN retired, FCC chief engineer, to fill the Commission vacancy which has existed since last July, was raised by several Republican Senators. Mr. Jett was nominated as a Republican.

Charging that the man who has been FCC chief engineer since 1938 was not a Republican, Sen. Moore (R-Okla.) declared he would demand an open hearing into Mr. Jett's political faith. Sen. Bridges (R-N.H.), in a letter to Sen. White (R-Me.), acting minority leader, branded the Jett nomination as "an affront to every Republican".

Referred to Committee

Retention of the FCC as a seven-man organization, insofar as the Administration is concerned, was seen in the nomination. Mr. Jett was named to succeed George H. Payne of New York, who was reappointed last June 30, only to see the nomination withdrawn by the President the following day without assignment of a reason. A resident of Maryland but a Navy man or Government radio official all his adult life, Mr. Jett was appointed as a Republican from Maryland.

His nomination, hailed as logical and ideal, has been referred to the Senate Interstate Commerce Committee which will consider it probably some time this week.

Sen. Moore said he would ask the Committee, of which he is a member, to inquire into the Jett nomination, inferring that it appeared to be an effort to "pack" the Commission with New Deal partisans in violation of the law. He said he would demand open hearings into Mr. Jett's eligibility for the appointment, which is for a seven-year term from June 30, 1943—the date of the Payne term expiration.

Republican members of the FCC are Norman S. Case and Ray C. Wakefield. Gov. Case has often been in the minority with Commissioner T. A. M. Craven, but Commissioner Wakefield generally has voted with the Democratic majority. Commander Craven's term expires June 30. He has been at loggerheads with Chairman Fly virtually from the beginning of the latter's tenure in 1939. Whether Commander Craven would accept reappointment even if offered is doubtful. Chairman Fly, it is felt, would vigorously oppose him.

No White Opposition

Sen. White declared last Friday that any statements that he would oppose the Jett confirmation were "wholly unauthorized". Sen. White, who is understood to have supported another candidate, nevertheless has always expressed his admiration for Mr. Jett and publicly has commended him at hearings on radio matters.

The law specifies that not more than four of the Commission's seven members shall be of the same political affiliation. With four Democrats named to the Commission, Mr. Jett's appointment could have been made either as a Republican or an independent. It is reported that Republican members of the Interstate Commerce Committee were circularized last week on the question of Mr. Jett's political faith, with the inference that he was a Democrat, probably because he was said to have been supported for the appointment by Chairman James Lawrence Fly. O. P. McGuire, former Government attorney, wrote the memorandum.

Mr. Jett was selected last Wednesday from three recommended nominees for the post—all on a merit basis. There was no active campaign politically. Under consideration, in addition to Mr. Jett, were Rosel H. Hyde, FCC assistant general counsel in charge of broadcasting, and Capt. E. M. Webster, chief communications officer of the Coast Guard on leave from the FCC where he was assistant chief engineer for non-broadcast services.

MR. JETT

Some speculation had prevailed about possible reduction of the FCC membership from seven to five—favored by Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee. The long delay in naming a successor to Mr. Payne—a New Yorker— was interpreted in some quarters as indicating the President also was in favor of a reduced Commission. In 1939, he got behind an FCC reorganization bill sponsored by Former Chairman Frank R. McNinch for a three-man Commission.

The future makeup of the Commission is under consideration now by the Senate Committee, which has before it the White-Wheeler Bill (S-814) to rewrite the Communications Act of 1934. Sen. White favors retention of a seven-man Commission, but wants it divided into two autonomous divisions of three men each, with the chairman as executive officer without a regular vote on either division.

Mr. Jett will be the second engineer on the FCC, flanking Commissioner Craven, his predecessor as chief engineer and a Navy colleague before the days of the FCC and the Federal Radio Commission, on which both had served on "loan" from the Navy. In addition to his duties as chief engineer, he serves as chairman of the Coordinating Committee of the Board of War Communications and is active on a number of other wartime communications and Government technical groups.

Selection of Mr. Jett's successor will await the formal swearing in of the new Commissioner. Whether the appointment will be on a regular or "acting" basis, because of the absence in war service of three assistant chief engineers, was not certain. It is logically thought the selection will be made from the senior engineering executives of

(*Continued on page 56*)

House Group to Act on Radio Bill

Special Subcommittee on Communications Appointed

By BILL BAILEY

WITH APPOINTMENT last week of Republican members to a subcommittee on communications of the House Interstate & Foreign Commerce Committee, the way was cleared in the House for quick action on proposed radio legislation.

The 11-man subcommittee, of which Rep. Alfred L. Bulwinkle (D-N.C.) is chairman (see page 48), was completed Tuesday when Rep. Charles A. Wolverton (R-N.J.), ranking minority member of the standing Committee, named the following Republicans:

Reps. Pehr G. Holmes (Mass.), author of HR-1490, now pending before the Committee; B. Carroll Reece (Tenn.); Clarence J. Brown (Ohio); Leonard W. Hall (N.Y.).

Democrats Named by Lea

Democratic members, appointed last spring by Chairman Lea (D-Cal.) of the House standing Committee and announced in October [BROADCASTING, Oct. 11] are, besides Chairman Bulwinkle: Reps. Virgil Chapman (Ky.); Martin J. Kennedy (N.Y.); Thomas D'Alesandro Jr. (Md.); George S. Sadowski (Mich.); Richard F. Harless (Ariz.).

Meanwhile work on a revised version of the White-Wheeler Bill (S-814) was delayed last week as the second session of the 78th Congress convened. Although Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, and Sen. Wallace H. White Jr. (R-Me.), acting minority floor leader, co-authors of the measure, spent most of the Christmas holidays conferring on proposed changes, Sen. Wheeler said Wednesday that the revised measure probably will not be ready for Committee consideration until late this month, possibly late next week. He previously had announced the bill would be ready for Committee apprisal in mid-January.

A series of conferences with representatives of the Federal Communications Bar Assn., sponsors of original legislation, and members of the radio profession, as well as meetings among themselves, kept the co-authors busy throughout the holidays. Both Senators said they had not yet reached the point where they were ready to "sit down and start writing".

Co-Authors Nearing Unity

Last Wednesday Sen. Wheeler met with the full NBC Stations Planning & Advisory Committee in Washington. Attending also were Niles Trammell, NBC president; William S. Hedges, vice-president in charge of stations, and Frank M. Russell, Washington vice-president.

Reports that the co-authors were "not too far apart" in their thinking along corrective radio legislative lines was taken to mean that they are getting together on differences. One was understood to be over the organizational setup of the FCC. Sen. White is holding out for his original provision of a seven-man, two division Commismission with the chairman serving as executive on both divisions.

On the other hand Sen. Wheeler has reportedly favored a five-man or even a three-man Commission with no division. Latest indications are, however, that the seven-man,

(*Continued on page 64*)

FM Convention to Draw Big Attendance

Broadcasters Plan Busy Agenda at New York

UNPRECEDENTED interest in FM as a post-war radio development is reflected in advance registrations for the annual convention of FM Broadcasters Inc., in New York Jan. 26-27 with prospects of an attendance of 300 to 400 broadcasters, present and prospective FM station applicants and representatives of related radio fields.

Walter J. Damm, WTMJ-WMFM Milwaukee, president of FMBI, reported last week advance registrations approximating 200. Based on past convention experience, it was expected that attendance will pass 300 and may reach the 400 figure.

Fly, Armstrong to Speak

Although the meeting is the fifth annual convention of FMBI, it will mark the first time the sessions have been thrown open to all interested parties for full discussion of FM and its future. Principal speakers include FCC Chairman James Lawrence Fly and Maj. Edwin H. Armstrong, FM inventor and pioneer.

A new speech scheduled by President Damm for the Jan. 26 session will be by P. H. Pumphrey of Maxon, Inc., New York and Detroit advertising agency, titled "What an Advertising Agency Found Out about FM".

Future FM plans of receiver and transmitter manufacturers will be covered by A. A. Brandt, GE; R. C. Cosgrove, Crosley; Dr. C. B. Jolliffe, RCA; G. E. Gustafson, Zenith; Lee McCanne, Stromberg-Carlson; and F. R. Lack, Graybar.

The advance registrations indicate that standard broadcasters will dominate the sessions. But representatives of newspapers not now in radio and of other organizations and individuals interested in launching FM enterprises will be in attendance. Among others, a number of advertising agencies and virtually all of the equipment manufacturers and consulting engineers will be present.

Because the session will be in the nature of an open forum on FM, with leaders in the field participating, the meeting is expected to give FM real impetus. FMBI membership now totals 73. A score of new admissions to membership, however, has been reported since the call for the annual meeting, and other enrollments are expected during the convention.

Advance registrations for FM Broadcasters Inc. convention at the Commodore Hotel, New York, Jan. 26-27 are on page 58. List of questions to be submitted to experts will be found on page 62.

Other Participants

In addition to Chairman Fly, other Government participants in the convention will include E. K. Jett, Commissioner-designate, and George Adair, Assistant Chief Engineer of the FCC in charge of broadcasting. They will participate in a roundtable discussion on FM at the Thursday session. Other roundtable principals will be Maj. Armstrong, President Damm, C. M. Jansky, Jr., consulting engineer to FMBI, Philip G. Loucks, FM general counsel, John Sheppard 3d, vice president of FMBI and president of American Network Inc., FM chain project.

A series of some 60 questions regarding FM and its future, submitted to President Damm for the round table panel, will highlight the convention. These questions range from operating costs and the need for performing rights licenses to details of construction and coverage [see questions on page 62].

Mr. Damm reported there appeared to be some doubt in the minds of present non-FM applicants as to whether they can join FMBI. Answering affirmatively, he said such applicants for membership will be classified as "affiliate members" until they file applications for FM stations with the FCC, at which time they will be automatically classified as active members.

The two-day convention will be at the Commodore Hotel. The registration fee is $10. Mr. Damm announced that because of wartime conditions, it will be impossible to sell extra luncheon tickets for the Fly address Wednesday. Only such reservations as are included for the meeting can be accommodated, he said, because the hotel is not prepared to make provisions for late individual luncheon ticket sales.

Gen. Foods Names Y & R

GENERAL FOODS SALES Co., New York, has appointed Young & Rubicam, New York, as its export advertising agency, with plans for campaigns in Latin America, South Africa and Hawaii. No details are available as yet.

NBC Makes Programs Available to FM

No Sponsor Costs Are Involved in Service For Affiliates

NBC PROGRAMS, both commercial and sustaining, will be made available to FM stations operated by present standard band affiliates, with no additional sponsor costs until the audiences to both systems increase to a point where rate adjustments become desirable, according to a policy adopted by the network and disclosed to its Stations Planning and Advisory Committee last week. The plan also was discussed with Government officials, both elective and appointive, in Washington.

Regarded as a project which will give impetus to FM, the NBC policy is generally in accord with those enunciated informally by the other networks. BLUE formally has encouraged its affiliates to seek FM facilities.

Wheeler-Fly Apprised

The Planning and Advisory committee met in Washington Wednesday with Sen. Wheeler (D-Mont.) chairman of the Interstate Commerce Committee now considering new radio legislation, and left with the impression that there will be amendments to the existing law. The group had met with the network's officials in New York on Monday and Tuesday for the usual discussion of network-station problems, and the FM plan was outlined by President Niles Trammell. Mr. Trammel also discussed the policy Thursday with FCC Chairman James Lawrence Fly.

Available to All

The policy is designed to stimulate FM. To ensure equal treatment to all NBC network advertisers, it was stated, "it is obviously necessary to carry the same commercial programs on the companion FM stations as are carried on the standard band affiliated stations."

"The objective sought by NBC is to make its programs available to every radio listener in America, regardless of whether a standard band or FM receiver is being used. The availability of these NBC network programs throughout the U. S. on both standard and FM transmitters will encourage all sections of the public to purchase FM receiving sets, with the assurance that they can continue to hear their favorite programs on an improved transmitting service," said the NBC statement.

"Recognizing that cooperation with advertisers is necessary to ensure a sound economic foundation for frequency modulation, NBC proposes that no additional charge be made to advertisers for the use of the companion FM stations during their development period. The rate of the standard band stations and the FM stations will be established on the premise that it is a single service, for one charge, until such time as the combined total audience to both standard band and FM increases to a point where rate adjustments become desirable. Part of the rate may be allocated to the FM station and as its audience increases a larger portion of the rate will be charged for the FM station and a correspondingly lesser rate charged for the standard band station.

"It will be the policy of NBC to extend to its affiliates the first opportunity to program their FM stations with NBC service. In such communities as may not now receive primary service from NBC

(Continued on page 63)

PLANNING & ADVISORY Committee for NBC stations discuss mutual problems of network and outlets in a New York meeting Jan. 10-11. The eight committee members are: Front row, H. W. Slavick, WMC; Stanley Hubbard, KSTP; Paul Morency, WTIC, newly-elected chairman; and Arden X. Pangborn, KGW. Back row (l to r): G. Richard Shafto, WIS; Richard Lewis, KTAR; James D. Shouse, WLW; Edgar Bell, WKY.

WHOO-O-O-O-O-O-O ARE THE NIGHT OWLS!

Well, potentially, there are about 100,000 of them in Baltimore. They work while you sleep, sleep when you work and depend a lot on the radio for entertainment and information in their topsy-turvy life. So W-I-T-H formed a Night Owl Club . . . and are those swing-shifters pleased! They're joining the Club by the hundreds every week. They're loyal to the station that considers them!

Want this loyalty? Then, send for details on this sparkling all-night program. The facts, and the low cost of buying-in, will surprise and please you.

TOM TINSLEY, President

Represented Nationally by Headley-Reed

THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK

FIRST OF SERIES of four discussions, *The Department of State Speaks*, was heard Jan. 8 on NBC, with high officials participating. In the usual order are: Richard Harkness, NBC commentator; Michael McDermott, chief of the division of current information; Undersecretary of State Edward R. Stettinius Jr.; James C. Dunn, advisor on political relations, and Dr. Leo Pasvolsky, special assistant to the Secretary of State. The programs originate from the State Department in Washington, with Ross Filion of WRC-NBC Washington, as producer.

FCC Spending Under Probe; $8,371,700 Budget Is Sought

A THOROUGH inquiry into the expenditure of funds by the FCC will be conducted by the Independent Offices Subcommittee of the House Committee on Appropriations when it meets Wednesday (Jan. 19) for hearings on the 1945 fiscal year appropriations request for the Commission, Rep. Clifton A. Woodrum (D-Va.), subcommittee chairman, said last week.

In his budget message to Congress last Thursday President Roosevelt asked for a record $8,371,700 for the FCC. Of that amount $6,146,000 is earmarked for "National Defense" activities, which include the much-discussed and frequently criticized Foreign Broadcast Intelligence Service.

Terminates at War's End

President Roosevelt assured Congress, however, that within 60 days after the expiration of hostilities or after the date of an armistice between the U. S. and the principal enemy powers, "this appropriation shall cease to be available for obligations unless Congress shall otherwise provide by law" under the Act of June 26, 1943, Public Law 90.

The budget message carried an appropriation request for $2,209,000 for normal peacetime functions of the FCC. This is an increase of $209,000 over the current appropriation and $316,228 above the highest peacetime amount obligated by the FCC. That was in 1936 when the Commission spent $1,892,771.03 of its $1,925,000 budget.

The remaining $16,700 of the $8,371,700 requested for the 1945 fiscal year was asked for printing and binding. This represents a decrease of $2,900 under the amount appropriated for the current fiscal year.

Last year President Roosevelt asked Congress for $8,089,000 for the FCC, but the Independent Offices Subcommittee pared it down to $7,609,914. That similar economic action may be taken by the House was indicated on Capitol Hill as the subcommittee prepared to delve into every phase of FCC operations.

Armed with a transcript of testimony before the House Select Committee to Investigate the FCC, the subcommittee will demand a complete explanation of FCC Chairman James Lawrence Fly as to how every cent appropriated in the past has been spent, as well as the Commission's plans for future expenditures, Chairman Woodrum asserted.

J. B. Beadle, acting personnel officer of the FCC between April and December 1942, testified before the Select Committee on Dec. 14 [BROADCASTING, Dec. 20] that the FCC requested a supplemental appropriation of Congress in September 1942 for the purpose of employing 148 additional persons, but that a major portion of the $558,000 granted in a deficiency bill was spent for increased salaries of 172 employes in the FBIS.

Rep. Richard B. Wigglesworth (R-Mass.), member of the Independent Offices Subcommittee, also is a member of the Select Committee investigating the Commission.

Van Camps on MBS

VAN CAMPS Inc., Indianapolis, (Tenderoni), will start sponsorship in the next few weeks of a sustaining series on Mutual titled *Luncheon With Lopez*. The company will present the musical program featuring Vincent Lopez orchestra, Wednesdays and Thursdays 1.30-1.45 p.m. Agency is Calkins & Holden, New York.

Magazine Series

THE *Poultry Tribune*, Mount Morris, Ill. (magazine), has started sponsorship of five-minute announcements on KFAB WSON WHOP WPAD KWTO WIBA KSOO WISH KMA. Station contracts vary. Agency is First United Broadcasters, Chicago.

Connally Leaves OPA

RESIGNATION of Reagan P. Connally, director of OPA's Consumer Goods Price Division, to return to his duties as president of Interstate Department Stores, New York, was announced last week by Administrator Chester Bowles.

Arvey Spots

ARVEY Corp., Chicago (glass substitute), began sponsorship Jan. 10 of an eight-weekly series of announcements on WSVA KNX WBAL WTIC WHO WCCO WLS KPO KWTO KFAB KXOK, plus three quarter-hours weekly on WHAM Rochester. Station contracts vary, placed by First United Broadcasters, Chicago.

PART-TIME LABOR CLARIFIED BY WMC

WORKERS in the radio industry who are employed for less than 20 hours a week by any one employer may be hired without a statement of availability, according to a new ruling issued last week by Mrs. Anna Rosenberg, New York regional director of the War Manpower Commission. Ruling was issued following a meeting of WMC executives with representatives of 16 New York stations.

Mrs. Lillian M. Poses, regional WMC attorney, explained that the ruling relieves employers and so-called multiple employes, such as actors, singers, announcers, musicians, producers, directors and writers, from a number of burdensome and time-consuming formalities. Stations represented at the meeting included: WABC WBBR WBNX WGYN WEAF WEVD WHN WINS WJZ WLIB WMCA WNEW WNYC WOR WQXR WOV.

Two-Way Ocean Hookup For Press Conference

A TRANSATLANTIC press conference by radio took place Jan. 13 at a National Press Club luncheon held in Washington through the joint efforts of the club and the BLUE Network. Participating in England were Lt. Gen. Carl A. Spaatz, USAAF, newly-appointed commanding general of the American strategic bombing force, Western front, and Acting Air Marshall Sir Richard H. Peck of the RAF. They answered questions posed by representatives of the three U. S. wire services, John M. Hightower, AP, Kingsbury Smith, INS, and Revel S. Moore, UP.

Guests at the luncheon meeting included Edward J. Noble, chairman of the board of the BLUE Network; Mark Woods, BLUE president, and G. W. Johnstone, director of news and special features for the BLUE. William Hillman, BLUE Washington correspondent introduced the Washington newsmen, and Arthur Feldman, BLUE London correspondent, presented Gen. Spaatz and Air Marshal Peck.

RCA Program Plans

WHEN RCA moved its BLUE program *What's New* from Hollywood to New York Jan. 15, the company, instead of naming a permanent m.c. in Don Ameche's place, started the *RCA Family*, including Leonard Warren, Jim Ameche, Jack Douglas and Celeste Holm. Plans are also under way for the *Saturday Evening Hour* to originate from the Rainbow Room atop the RCA Bldg., New York. Agency is J. Walter Thompson Co., New York.

NAB Leadership Issue Still Moot

Nominating Group Discusses Candidates for Presidency

NAB NOMINATING Committee appointed last summer by the NAB board to make recommendations concerning the presidency of the Association following the expiration of Neville Miller's term on July 1, 1944 [BROADCASTING, Aug. 2, 1943], met last Thursday at the Hotel Roosevelt in New York.

Following the meeting, Don S. Elias, WWNC Asheville, Committee chairman, reported that there had been a full discussion of the situation, but that no decisions were made. He did not disclose the names of any individuals the Committee has under consideration, nor any details of the discussion, stating that it would be premature to give out any information at this stage of the Committee's work.

Committee Members

Full committee attended the meeting. Members, in addition to Mr. Elias, are: G. Richard Shafto, WIS Columbia, S. C.; John J. Gillin Jr., WOW Omaha; J. O. Maland, WHO Des Moines; Paul W. Morency, WTIC Hartford; James D. Shouse, WLW Cincinnati.

NAB Budget Voted

SUBCOMMITTEE on finance of the NAB board which met in New York last Monday with Neville Miller, NAB president, and C. E. Arney Jr., secretary-treasurer, approved the organization's budget for the coming year and ordered it submitted to the full board for consideration. Committee members J. O. Maland, WHO Des Moines, and Roy Thompson, WFBG Altoona, attended the meeting. Paul Kesten, CBS, third member of the committee, was unable to attend.

GEORGE M. WILNER, formerly with MacFarland, Aveyard & Co., Chicago, has joined the sales staff of William G. Rambeau Co., Chicago.

NEW MAN AND WIFE team with KMOX St. Louis is Mr. and Mrs. Jack Sexton. He joined the staff last March, she, only recently. Mrs. Sexton conducts Hunt Packing Company's new program, *Magazine of the Air*.

KEYSTONE brings you

on a Silver Platter

*The vital small town and rich rural areas which receive either no coverage at all, or no dependable coverage, from major wired networks or metropolitan stations.

In "Beyond Metropolitan" America, prosperity is at an all-time high, and is firmly founded for post-war years. The 200 KBS stations penetrate and dominate this bountiful market, supplying missing links, strengthening weak links, in major wired networks. KBS delivers "Beyond Metropolitan" America to you in a single, streamlined operation . . . at mass market per capita cost — or less! Investigate KBS, the ONLY network covering "BEYOND METROPOLITAN" AMERICA *exclusively!* Write, wire or phone.

"THIS IS THE KEYSTONE BROADCASTING SYSTEM"

134 No. LaSalle St., Chicago 2, Ill.—State 4590 • 580 Fifth Ave., New York 19, N. Y.—LOngacre 3-2221
6331 Hollywood Blvd., Hollywood 28, Cal.—Hempstead 0460

SILVER PLATTER BY CARTIER

Rule on Transfer Is Revised by FCC

Deaths of Licensees Must Be Reported to Commission

NOTIFICATION of the death of a radio permittee or licensee must be filed with the FCC within 30 days after such death, under terms of an amendment to Sec. 1.364 of the Commission's rules and regulations, adopted last Tuesday.

The original rule provided that application for assignment of transfer of control of a construction permit or license at least 60 days before the contemplated effective date of assignment or transfer of control. That section has been amended by the insertion of the word "voluntary" with reference to the transfer.

Partnerships Affected

A new paragraph deals with voluntary transfer "in the event of the death or legal disability of a permitee or licensee". The regulation also includes a member of a partnership or a person directly or indirectly in control of a corporation which is a permitee or licensee.

No provision, until the amendment was adopted by the Commission en banc, was made in FCC rules and regulations covering involuntary transfer in case of death or legal disability. Following is text of the amended regulation:

Text of the FCC order, announced January 11, follows:

The Commission en banc today amended Section 1.364 of its Rules of Practice and Procedure, concerning assignment or transfer of control, so as to provide for prompt filing of an application for involuntary assignment of permit or license or for consent to involuntary transfer of control in the event of death or legal disability.

The amended Section 1.364, to be effective immediately, reads as follows: (New matter italicized)

Sec. 1.364. Assignment or transfer of control.—(a) General (1) *Voluntary:* Application for consent to *voluntary* assignment of a construction permit or license or for consent to *voluntary* transfer of control of a corporation holding a construction permit or license shall be filed with the Commission at least 60 days prior to the contemplated effective date of assignment or transfer of control.

(2) *Involuntary: In the event of the death or legal disability of a permittee or licensee, or a member of a partnership, or a person directly or indirectly in control of a corporation, which is a permittee or licensee*

(i) *the Commission shall be notified in writing promptly of the occurrence of such death or legal disability, and*

(ii) *within thirty days after the occurrence of such death or legal disability (except in the case of a ship or amateur station), application shall be filed for consent to involuntary assignment of such permit or license or for involuntary transfer of control of such corporation to a person or entity legally qualified to succeed to the foregoing interests under the laws of the place having jurisdiction over the estate involved. In the case of ship and amateur stations, involuntary assignment of licenses will not be made; such licenses shall be surrendered for cancellation upon the death or legal disability of the licensee.*

(b) Broadcast.—With each such application, involving any standard broadcast station construction permit or license, there shall be submitted under oath or affirmation all information required to be disclosed by the application forms prescribed by the Commission, together with such other information under oath or affirmation as the Commission may require.

(c) Other than broadcast.—In all classes of applications for consent to assignment or construction permit or license or for consent to transfer of control of a corporation holding a construction permit or license, other than those prescribed in paragraph (b), the Commission may require the furnishing of such information as in its discretion is deemed necessary.

EXCLUSIVE SPECIAL feature broadcast was this interview with four governors on KFPY Spokane. Ernie Jorgenson, KFPY news director, did the interviewing on the development of resources of the Columbia River area. State executives, comprising Northwest Development Assn. are (l to r): Govs. Clarence A. Bottolfsen, Idaho; Sam G. Ford Montana; Mr. Jorgenson; Govs. Earl Snell, Oregon; Arthur B. Langlie, Washington.

Action of WJBK in Cancelling Program Is Tested in Court

Detroit Station Compelled to Continue Labor Series Pending Hearing on Injunction Petition

THE POWER of a radio station to exercise control over programs using its facilities is at stake in an injunction action brought here last week against James F. Hopkins Inc., doing business as WJBK Detroit. The station, which had notified sponsors of the Polish *Ray of Truth* program, a Sunday evening feature, of immediate cancellation of their contract, was forced by a restraining order of the Wayne County Circuit Court to carry the broadcast Sunday night as usual, pending hearing on the plaintiff's petition for a temporary injunction forbidding termination of the contract. The action, as far as is known, is unprecedented.

In his letter advising the sponsor, the Polish Unionists Radio Hour Assn., of the program's cancellation, James F. Hopkins, manager of WJBK, charged that the *Ray of Truth* had "failed to promote that unity among all population groups which is a prime essential to an early victory in this war. In petitioning for the restraining order, Ernest Goodman, attorney for the sponsor, denied the charge, citing the program's advocacy of War Bond purchases, blood donations, and other patriotic causes since the outbreak of the war.

Contract Gives Power

Mr. Hopkins said last week that the injunction would be opposed on purely legal grounds, since the contract between the station and the sponsor specifically reserves to the former the right to revise or reject a program or terminate a contract. The action of the station, he said, was taken in response to long-continued protest from a section of the Detroit Polish-speaking audience in whose Americanism the management has the utmost faith.

"An effort is being made," he said, "to give our action the appearance of a blow at organized labor. There is no justification for this view. Our facilities have always been available to the workers, and they always will be; but we agree with our many protesting listeners that there is no place in a labor program for discussion of post-war European boundaries, the blame for Detroit race riots, or many of the other topics which Stanley Nowak persists in bringing into his weekly talks."

The Stanley Nowak referred to is a Michigan state senator against whom a Federal indictment, bought some months ago for failure to mention Communist party membership in a citizenship application, was dismissed at the instance of Attorney General Francis P. Biddle, on the ground that the omission did not constitute an offense.

Marquardt to World

MAYNARD F. MARQUARDT, general manager and chief engineer of WCFL Chicago, has resigned effective Feb. 1 to become West Coast resident manager of World Broadcasting System. He will be headquartered in Hollywood and takes over the post vacated several months ago by Pat Campbell, now public relations director of Don Lee Broadcasting System. Mr. Marquardt has been associated with WCFL for sixteen years.

FDR 56.9 Rating

SPEECH by President Roosevelt on the four major networks Jan. 11 attained a rating of 56.9 and reached a radio audience of 43,882,000, according to a special survey for CBS by C. E. Hooper Inc. This year's broadcast was heard at 9 p.m., while last years, presented Jan. 7 at 12:30 p.m., attained a Hooper rating of 27.7.

WJJD, WIND Test Multiple Decision

FCC Grants Request to Hold Early Hearing on Order

FIRST TEST of the FCC's order against multiple ownership of stations in the same or overlapping areas was docketed by the Commission last week upon request of WJJD Chicago and WIND Gary, Ind., stations controlled by Ralph L. Atlass. The Commission last Wednesday announced it had granted the request of the stations for "opportunity for an early hearing" to determine the applicability of the multiple ownership regulation as to these stations.

Overlapping of coverage is admitted by the stations, since the WIND transmitter reaches the Chicago audience. The FCC regulation, however, promulgated Nov. 24 becomes effective June 1, covering common ownership in the same market as well as overlapping coverage.

First Hearing

While there was no clarification of the order, it was premised when originally drawn in 1941 upon equalization of competition in the same areas. Presumably the Atlass position will be that while duplicated coverage exists, equalization of competition would in no way be effected since two independent stations under common ownership would be separated. The four clear-channel stations in the Chicago area, it is pointed out, have facilities which make it difficult for the independently operated outlets to compete on an equivalent basis.

Although the hearing, for which a date has not yet been set, will be the first since the Commission promulgated Order No. 84A several other transactions have been completed or are in process as a result of the regulation [BROADCASTING, Jan. 3, 10]. Approximately 40 situations in which there is common ownership of outlets in the same market or varying degrees of overlapping coverage appear to be affected by the regulation. It is expected that other groups affected will seek relief from the order or oppose it on conditions peculiar to their operation.

WJJD operates with 20,000 w on 1160 kc limited time. WIND operated on 560 kc with 5,000 w. There are 16 standard stations in Chicago aside from those in adjacent areas.

WOR News Expansion

EXPANDING the war services and news division of WOR New York, Dave Driscoll, director of division, has added three to the staff. Paul Killiam, known as Paul King when he announced for the Yankee Network, will be supervisor of news; John R. Thornton, formerly with the Hartford *Courant*, and Campbell Crawford, recently of the *Wall Street Journal's* Detroit bureau, will be news editors Edythe Meserand continues as assistant director of the division.

Memo
WRBL

Plus - interest listening at Fort Benning, world's largest infantry school, stimulated by 5/19 broadcasts by military personnel of Benning over WRBL in 1943.

Morning Noon or Night

TWO out of THREE ★

RADIOS IN COLUMBUS, GA., ARE TUNED IN ON

WRBL

★ THE HOOPER SURVEY, FALL OF 1943, PROVES IT →

INDEX	WRBL	Station "B"	Station "C"
8:00 A. M.—12:00 Noon Monday thru Friday	66.5	30.2	3.0
12:00 Noon—6:00 P. M. Monday thru Friday	65.6	27.0	7.4
6:00 P. M.—10:00 P. M. Monday thru Friday	72.6	16.7	6.8

The civilian population of the Columbus Metropolitan Area is now 139,706 as shown by the Bureau of Census estimate of population of Metropolitan Counties, revised as of Oct. 31st, 1943 . . . an increase of 25.6% over April 1st, 1940.

"Covers Columbus Completely"

WRBL
COLUMBUS, GEORGIA
Represented by Spot Sales

CBS
1230
KCS

Panel for Program Managers At NAB Convention Is Planned

Executive Committee Discusses Wartime Issues; Arranges for Series of Technical Articles

PLANS for three or four meetings of program managers to be held during the next NAB convention were laid by the NAB Program Managers' Executive Committee during a meeting held in New York last Tuesday and Wednesday.

Group, which was organized only a year ago and which held its first general session at the 1943 convention, also outlined plans for a series of articles on the various phases of program operations to be written by leaders in the field and issued as special NAB bulletins.

Labor Problems

Highlight of the two-day meeting was a Wednesday session with the Radio Committee of the American Civil Liberties Union, headed by Thomas R. Carskadon, chairman, and Norris Novik, director of WNYC New York municipal station. Representatives of several AFL and CIO unions also attended the meeting, at which the labor delegation expressed its views that in general the labor point of view is not getting adequate expression on the air.

His committee feels that the present NAB code provides considerable room for an increase in the amount of time given to labor on the air, Mr. Carskadon reported after the meeting. His group recommended, he said, that the broadcasters maintain a close check on newscasters and commentators to see that a one-sided view of labor disputes not be given the listeners.

It is a responsibility of station management to see that a fair balance is maintained in newscasts and commentaries as well as in other programs, he declared, pointing out that at present there is a tendency for commentators to get their news of labor disputes exclusively from employers without checking the unions for their side of the story.

Local Problems

Meeting was entirely amicable, it was reported, and while no decisions were reached, the committees parted with an agreement to continue their cooperation in working out procedures for the more effective presentation of labor views on the air. Regarding specific types of programs best suited for labor sponsorship, the program managers stressed the point that there is no single answer, but that each program should be built to fit local labor conditions.

Committee also discussed the overall problems of wartime programming, with Irvin G. Abeloff, WRVA Richmond, reporting on radio plans for the forthcoming Fourth War Loan Drive, of which committee he is a member. Lew Avery, NAB director of broadcast advertising, led a discussion of the effects of the industry's retail promotion presentation, which evoked reports of numerous instances of retail business on stations created by the presentation.

At the Monday luncheon the group witnessed "On the Air", a sound film history of radio produced by Westinghouse Electric & Mfg. Co. On Tuesday a group of radio artists, including Betty Garde and Ann Elsner, actresses; Nan Merriman, singer; Jackie Kelk, actor, and John W. Vandercook, commentator, were guests of the committee at luncheon.

CBS also gave the group a prehearing on *Report on Wartime Radio*, a quarter-hour transcription dramatizing radio's contribution to the war effort with special emphasis on the part which radio advertisers have played in getting war messages over to the public. Disc was produced by Kate Smith and Ted Collins and has been distributed by CBS to its affiliates. NAB is also offering the recording to its members which are not affiliated with any national network, and has asked the other networks to consider the production of similar programs for their stations.

Harold Fair, WHO Des Moines, chairman of the committee, said at the end of the meeting, "Members of the Program Managers' Executive Committee are production men, accustomed to hard work that gets results. I am proud of the way they are digging into programming problems."

Other committee members present included: Wynn Wright, NBC (representing C. L. Menser); Douglas Coulter, CBS; William J. Adams, WHEC Rochester, N. Y.; J. Robert De Haven, WTCN Minneapolis; Glenn Jackson, WSPD Toledo; Mr. Abeloff; George Sutherland, WFCI Pawtucket. Only absent member, Ray Shannon, KMBC Kansas City, was not there only because he was unable to arrange transportation. Neville Miller, NAB president, and Willard D. Egolf, assistant to the president, also attended the meetings.

'Rangers' Out

IN LINE with new policy of the BLUE in connection with the *National Farm & Home Hour* one of radio's oldest dramatized educational programs, *Uncle Sam's Forest Rangers*, bowed off the air Jan. 6 with a special farewell program after 12 years of broadcasting. Presented in cooperation with the Forest Service, Dept. of Agriculture, *Forest Rangers* was begun in 1932 through efforts of Frank Mullen, NBC vice-president and general manager, when BLUE was an RCA holding. Harvey Hays, veteran radio actor who started with series, did his final broadcast as "Forest Ranger Jim Robbins".

Clothier's Campaign

FOREMAN & CLARK, Los Angeles (chain clothiers), in a two-week special sales campaign which started Jan. 12 is using a heavy schedule of daily transcribed station break announcements on 20 stations. List includes KFMB KFSD KECA KIEV KPAS KRKD KFOX KFBK KGO KJBS KYA KFRC KROW KXA KRSC KIRO KJR KMBC KCKN. Agency is Botsford, Constantine & Gardner, Los Angeles.

Purity Musicale

PURITY BAKERIES Corp., Chicago (Taystee bread), began sponsorship Jan 10 of a quarter-hour morning musicale, featuring a mistress of ceremonies, Mondays through Saturdays, on WAVE Louisville. Contract is for 13 weeks, placed by Campbell-Mithun, Chicago.

MERCHANDISING MEETING held by Specialty Sales, WLW Cincinnati subsidiary, takes time off for the camera. The meeting at Crosley Square was in the interests of Brit-Tex, manufactured by the Thomas Products Co., Buffalo, and participating sponsor on the *Consumers' Foundation* program three times weekly. Sales executives are (seated, l to r): Oscar Haberman, Charles Siegwarth, L. S. Kendall, Specialty Sales field representatives; Robert Savage, assistant director of merchandising for WLW; Kenneth Strachen, vice-president of Baldwin & Strachen Inc., Buffalo, agency of the account; A. R. Griffes, WLW merchandising director; Ronnie Jones, J. J. Tigyer, district managers for Specialty Sales. Standing (l to r): Lou Sargent, manager Specialty Sales and his assistant, W. A. Murray.

Mills Leaves Post As SPA Manager

Freezing of Plans Until War Is Over Believed Cause

E. CLAUDE MILLS has resigned as general manager of the Songwriters Protective Assn., it was announced last week by Sigmund Romberg, president of SPA. Resignation will become effective Jan. 31, marking the completion of 18 months of service with the organization. Previously he had been with ASCAP for more than 20 years, resigning as chairman of the ASCAP administrative committee in July 1942 after the Society's reorganization in accordance with the terms of the Government consent decree.

Mr. Mills

Action Deferred

When he joined SPA, Mr. Mills stated that plans were in the making whereby new arrangements would be made between the writers and the publishers of music which "will inevitably lead to a new rule of fairer and more generous rewards to the actual producers and creators". He listed "improvement in contractual relationships between writers and publishers, certain amendments of the Copyright Law, establishing a close affiliation with other protective groups of creative workers, organizing the songwriters into a worldwide group," as a few of the objectives "toward which I hope the SPA can successfully lead the American songwriters in the near future."

Decision of SPA to make no changes in the present set-up until the war is over, holding action on all plans in abeyance for the present, is believed to be a major reason for Mr. Mills' decision to leave the group. Another reason was undoubtedly the fact that no definite salary arrangement has ever been worked out between SPA and Mr. Mills, whose ASCAP salary of $35,000 was continued for a year following his retirement from that organization.

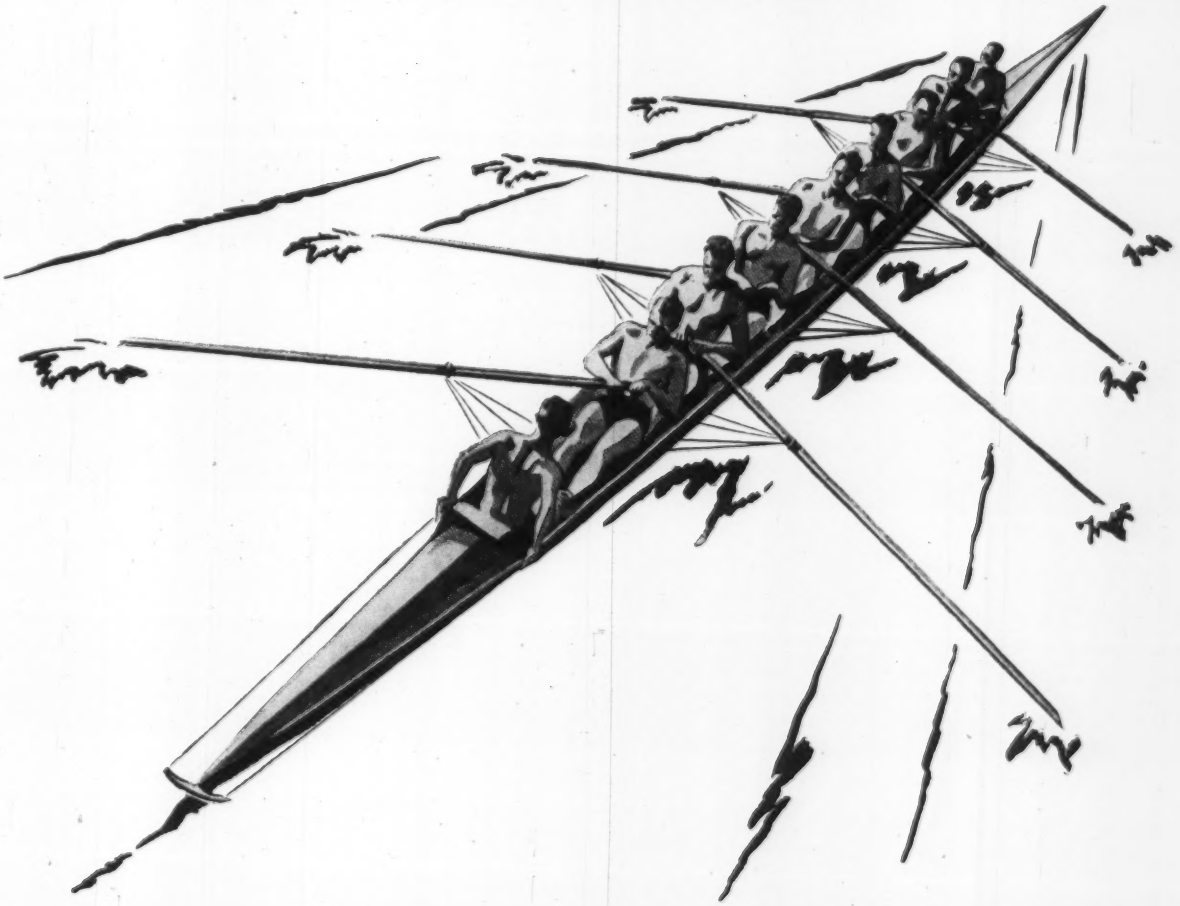
Mr. Mills had left New York for the Coast last week and could not be reached for comment. Denying knowledge of Mr. Mills' future plans, Mr. Romberg said he may make a connection with one of the motion picture studios.

War Chronology Issued

PRESS ASSN., as reference for stations using the special AP radio news wire, has prepared a *Chronology of World War II*, listing by date, not only significant events since U. S. participation, but also those political and military developments which led up to the global conflict starting with the Japanese invasion of Manchuria in September, 1931.

Looking backward . . . WHILE MOVING FORWARD

In the wake of Westinghouse broadcasting are bright ripples of achievement reaching back to 1920. However, past performance is but an augury of the future . . a pattern for still better service to public and sponsor alike . . a pledge to some 18,000,000 people residing in Westinghouse primary areas that programs will continue to be of the very finest always . . that Westinghouse will continue to deliver Response Ability to all advertisers. (Ask NBC Spot Sales to confirm that!) Westinghouse looks back with pride while moving forward with confidence.



WESTINGHOUSE RADIO STATIONS Inc

WOWO · WGL · WBZ · WBZA · KYW · KDKA

COMBINED BROADCAST SERVICE INCOME STATEMENT 1942

4 Major Networks, 6 Regional Networks and 851 Standard Broadcast Stations

Particulars	Grand total	Networks and their managed and operated stations [1]: Networks including 9 key stations of major networks	23 Other managed and operated stations	Total	819 Other stations
A. Revenues from Sale of Time:					
1. Network time sales by—					
a. Major networks	$84,383,571	$55,411,232	$2,630,035	$58,041,267	[2] $26,342,304
b. Regional networks	2,631,788	1,540,358	442,905	1,983,263	[2] 648,525
c. Miscellaneous networks and stations	812,793	.....	555	555	812,238
Total	87,828,152	56,951,590	3,073,495	60,025,085	27,803,067
Deduct—Payments to foreign stations and elimination of miscellaneous duplications	2,639,175	1,893,111	620	1,893,731	745,444
Revenue from network time sales	85,188,977	55,058,479	3,072,875	58,131,354	27,057,623
2. Non-network time sales to—					
a. National and regional advertisers and sponsors	51,059,159	3,814,443	3,964,483	7,778,926	43,280,233
b. Local advertisers and sponsors	53,898,916	1,777,298	2,714,517	4,491,815	[3] 49,407,101
Total revenue from non-network time sales	104,958,075	5,591,741	6,679,000	12,270,741	92,687,334
Total revenues from time sales	190,147,052	60,650,220	9,751,875	70,402,095	119,744,957
3. Deduct—Commissions to regularly established agencies, representatives, brokers and others	26,504,107	[4] 13,639,240	1,036,938	14,676,178	11,827,929
Net revenue from time sales	163,642,945	47,010,980	8,714,937	55,725,917	107,917,028
B. Revenue from incidental broadcast activities:					
Talent:					
Sale of talent under contract to, and in the pay of, networks and stations	6,758,679	2,105,146	693,512	2,798,658	3,960,021
Commissions, fees, and profits from obtaining or placing talent	681,296	243,385	6,941	250,326	430,970
Sundry broadcast revenues	7,756,579	4,592,414	365,584	4,957,998	2,798,581
Total revenues from incidental broadcast activities	15,196,554	6,940,945	1,066,037	8,006,982	7,189,572
Total broadcast revenues	178,839,499	53,951,925	9,780,974	63,732,899	115,106,600
C. Total broadcast expenses of networks and stations	134,207,261	39,787,970	6,988,167	46,776,137	87,431,124
D. Broadcast service income (before Federal income tax)	44,632,238	14,163,955	2,792,807	16,956,762	27,675,476

[1] Stations licensed to major and regional networks, and those licensed to others, but managed by networks as to program, time, or sales.
[2] Includes approximate allocation of $41,870 and $41,930 as major and regional network time sales, respectively, of $83,800 reported by licensees of stations with total time sales of less than $25,000.
[3] Since stations with total time sales of less than $25,000 for the year are not required to report details, this figure may include some amounts for national and regional non-network business.
[4] Of this amount $12,820,939 is applicable to the sale of network time, column (3), line 6 while the remainder and amounts shown in columns (5) and (7), line 14 are applicable to amounts reported on line 12, in respective column.
Source: Annual Financial Reports (F.C.C Form 324).

Total 1942 Industry Revenue Put by FCC at $190,147,052

Figures Just Released Show Service Income of Stations, Before Taxes, of $44,632,238

TOTAL REVENUE from time sales for the four major networks, six regional networks and 851 standard broadcast stations in 1942 aggregated $190,147,052, according to the FCC analysis of combined broadcast service income released last Tuesday. The figure, based on official reports from all save a handful of stations in the "less than $25,000" brackets, showed a broadcast service income (before Federal taxes) of $44,632,238.

The FCC figure for total revenue from time sales compared with the estimate of BROADCASTING made a year ago of $191,000,000 [BROADCASTING, *Yearbook*, 1943].

Network Sales

The FCC breakdown showed that $84,383,571 of the 1942 time sales was attributable to the national networks and their managed and operated stations. Regional networks accounted for $2,631,778 of the aggregate.

National and regional non-network time sales (spot) accounted for $51,059,159 and local for $53,898,916. These figures were within fractional limits of the BROADCASTING *Yearbook* estimates for the same year covering all stations and networks.

After deducting commissions to agencies, representatives and others, totaling approximately $26,500,000, the Commission analysis showed net revenue from time sales aggregating $163,642,945.

Revenue from incidental broadcast activities aggregated $15,200,000, with total broadcast revenues following deductions amounting to $178,839,499. Total broadcast expenses of networks and stations were computed at $134,207,261, leaving the balance of approximately $44,630,000 as the broadcast service income prior to Federal income taxes.

A second breakdown released by the FCC and prepared by its Accounting, Statistical and Traffic Departments covered income items of standard broadcast stations by class and time according to type of network served. This is broken down into clear channel, regional and locals and to network and non-network stations, covering items of income and expenses. This table is procurable from the FCC Accounting Dept.

Published above is the complete table covering combined broadcast service income of four major networks, six regional networks and 851 standard broadcast stations.

MBS Up 43% in '43

MUTUAL billings for 1943 totaled $13,841,608, an increase of 43.6% over the 1942 figure of $9,636,122, the network announced last week. For December last year, billings were $1,603,402, an 86% increase over December 1942 when the total figure was $861,815.

Blue Central Division Enlarges Headquarters

THE BLUE is expanding the operating facilities of its Central Division by additional floor space on the 18th floor of Chicago's Merchandise Mart, with the greater part of the reorganization to be completed by the end of January.

E. R. Borroff, vice-president in charge of the BLUE Central Division, said the program department, headed by James L. Stirton, and the traffic department, headed by Kenneth Christiansen, will be moved to the 18th floor. Instead of using NBC's news facilities, the BLUE will maintain and staff its own news and special events department.

New Sprague Firm

STUART SPRAGUE, authority on copyright law who was a member of NBC's legal staff from 1929 to 1936 and who has served as special adviser to the NAB on copyright matters, and George C. Sprague have formed a partnership under the name Sprague & Sprague, with offices at 36 W. 44th St., New York 18. Phone is Murray Hill 2-5521.

FARM & HOME HOUR GIVEN NEW FORMAT

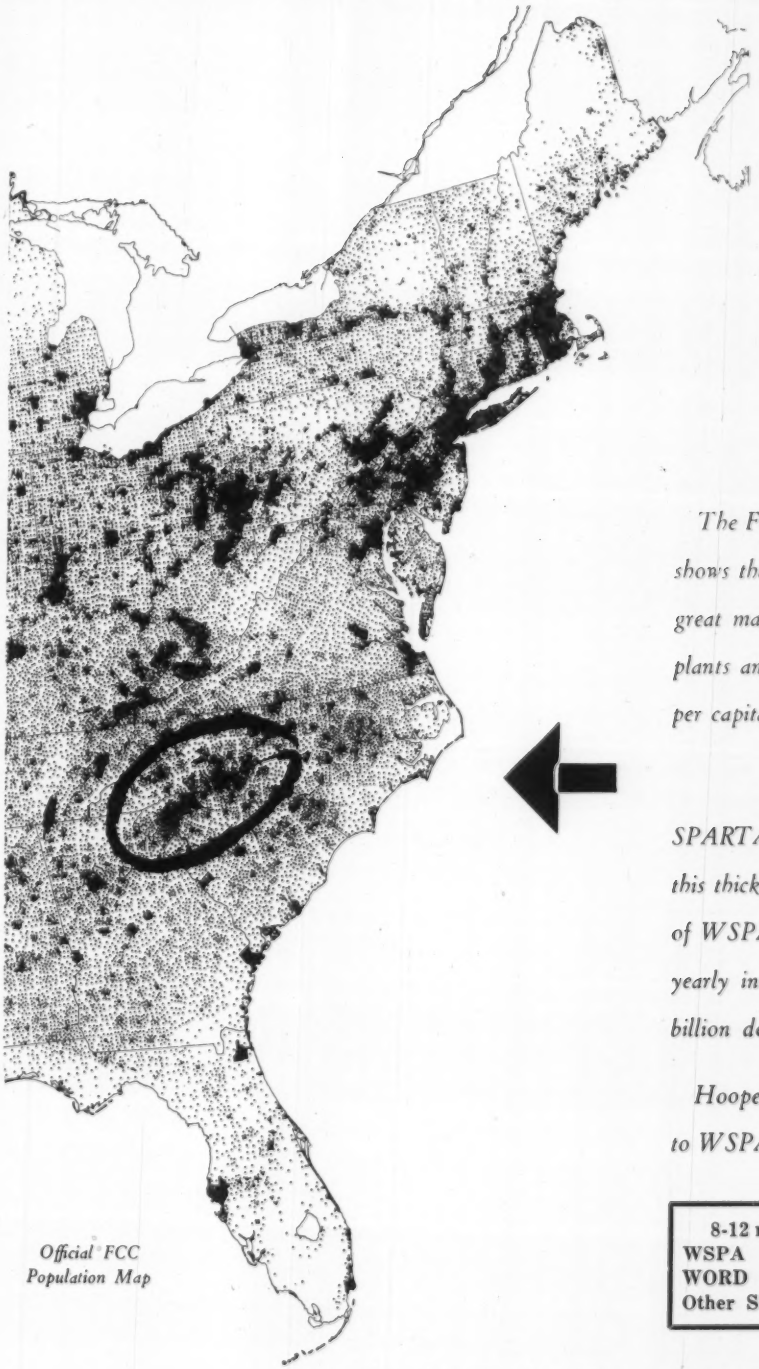
FORMAT of the *National Farm & Home Hour* undergoes a change after 15 years, beginning today (Jan. 17). A program conference, held last week in Chicago, resulted in the new streamlined edition of the halfhour six-weekly agricultural program. James L. Stirton, program manager of the BLUE Network's central division, Phillips Carlin, vice-president in charge of programs for the BLUE, and Robert D. White, producer and director of the *Farm & Home Hour* are responsible for decisive conference plans.

Keeping pace with farm audience listening habits, the *Farm & Home Hour* will provide instruction and entertainment. Curley Bradley, cowboy singer, will be a regular feature; persons prominent in economics, agricultural and national affairs are scheduled for a weekly spot. Saturday broadcasts are to be created by Robert White in cooperation with national farm organizations.

Top Tunes of 1943

TOP TUNE played on the national radio networks during 1943, as determined by the Audience Coverage Index Report of the Office of Research-Radio division, City College, New York, was "People Will Say We're in Love". Next four most popular tunes of the leading 20, in order, are "You'll Never Know", "Brazil", "That Old Black Magic", and "As Time Goes By".

in advertising——
it's reaching people that pays



Official FCC Population Map

Each dot on the official FCC population distribution map represents a thousand people. Observe the heavy concentration of population in the upper section of the Carolinas. That's the Piedmont Plateau where the industrial development of the Old South began and prospered.

Textile, tobacco, machinery, lumber, and various other types of manufacturing plants are scattered so thickly over this Piedmont section of the Carolinas that it is almost one continuous city.

The FCC population map reflects this concentration of population and shows that the Piedmont Plateau is as densely populated as many of the great markets of the East. It is an ideal combination of busy industrial plants and fertile farm lands, giving the people an all year 'round high per capita buying power.

PIEDMONT PLATEAU

SPARTANBURG is the Hub City of the Piedmont and WSPA serves this thickly populated and prosperous section. With the good service area of WSPA there are over a million people (148,000 radio homes) whose yearly income in wages and from farm products totals over a quarter billion dollars.

Hooper's new listening index for Spartanburg shows how they listen to WSPA in the Piedmont:

8-12 noon (M-F)		12-6 p.m. (M-F)		6-10 p.m. (Sun-Sat)	
WSPA	54.8%	WSPA	49.3%	WSPA	67.9%
WORD	36.8%	WORD	38.5%	WORD	26.9%
Other Stations	8.4%	Other Stations	12.2%	Other Stations	5.2%

To Reach the Ears of the Piedmont, Use—

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY

FCC Approves Sales and Transfers Of 5 Stations, Refinancing of Another

TRANSFERS of control and sales transactions totaling more than $300,000 were granted by the FCC early last week in one of the heaviest day of sales' approvals in recent years.

WBIR Knoxville, Tenn, was granted consent to voluntary assignment of its license from J. W. Birdwell, sole owner, to the American Broadcasting Corp., licensee of WLAP Lexington, Ky., for the sum of $135,000. J. Lindsay Nunn, and his son, Capt. Gilmore N. Nunn, now on foreign duty with the Air Transport Command, control American Broadcasting. They also own WCMI Ashland, Ky., and KFDA Amarillo, Tex. Mr. Birdwell was at one time part owner of WJHL Johnson City, Tenn. WBIR operates on 1210 kc with 250 w.

KPHO Grant

Consent was also granted for the voluntary assignment of the license of KPHO Phoenix, Ariz., from M. C. Reese, Phoenix insurance man, to Phoenix Broadcasting, Inc., for $60,000. As his two sons who formerly manager the station are now in the Army, Mr. Reese stated that his health does not permit him to take over the management of KPHO.

Rex Schepp, general manager of WIRE Indianapolis originally had agreed to purchase the station, but he later transferred the agreement to Phoenix Broadcasting, of which he is now president and director, in exchange for one-third interest for which he paid $25,000. Mr. Schepp's 25% interest in WPAT Paterson, N. J. is pending sale upon FCC approval to Donald Flamm, former owner of WMCA New York. Other interests in Phoenix Broadcasting are held by Gene Autry (20%), E. C. Pulliam (32%) and A. G. Atwater (10%), directors.

Mr. Pulliam is president and a director of WIRE and WAOV Vincennes; president of Central Newspapers, Inc., Indianapolis; and Oklahoma Newspapers, Inc., El Reno, Okla.

Now an Army sergeant, Gene Autry owns one-half of Western Music Pub. Co., an air school known as the Marsh, Franklin & Pacific Air School, Phoenix and Tucson; one-third of Clemens Bros. Cattle Co.; and 25% of Worlds Championship Rodeo.

Mr. Atwater is now a lieutenant in the USNR. He was formerly assistant to the vice-president in charge of sales of Wrigley's chewing gum.

WHEB Transfer

WHEB Portsmouth, N. H., was granted approval for transfer of control from Robert G. LeTourneau, to Charles M. Dale, New Hampshire attorney and present mayor of Portsmouth, through the sale of 750 shares (100%) of stock for $60,000. Mr. LeTourneau, also former owner of WRLC Toccoa, Ga., is retiring from broadcasting to devote fulltime to war production work.

Mr. Dale is director of the New Hampshire National Bank, the Atlantic Terminal Corp., and the Motor Mart, all of Portsmouth. Bert Georges, vice-president and general manager since Mr. LeTourneau's purchase of WHEB in May 1941, will continue in that capacity, according to Mr. Dale. Now a Mutual-Yankee affiliate, WHEB operates on 750 kc 1000 w.

KEVE Transfer

Approval was also granted for transfer of control of KEVE Everett, Wash., from Dr. J. R. Binyon and L. E. Wallgren to A. W. Talbot. Action involves the sale of 125 shares of common stock for $22,500. Dr. Binyon and Mr. Wallgren each held 62½ shares. Mr. Talbot is owner of KEVR Seattle, which he bought in May 1943, and is purchaser of KGEZ Kalispell, Mont., subject to FCC approval [BROADCASTING, Nov. 22].

Sale of control in WTTM Trenton, N. J., to Rep. Elmer H. Wene (D-N.J.) by A. Harry Zoog, station manager, through purchase of 43⅛ shares of stock for $6,468.75 was approved. Rep. Wene, owner of WSNJ Bridgetown, N. J., is president of Trent Broadcasting Corp., licensee of WTTM. He also holds a minority interest in WFPG Atlantic City.

The Commission at the same time consented to the refinancing plan of WKNE Keene, N. H., involving the issuance of new preferred stock and transfer of preferred and common stock which gives control to Mark S. Wilder and his son, Col. H. C. Wilder. Consideration in the transfer was $19,400. M. S. Wilder now holds 205 shares of preferred stock and with his son controls 209 of 310 shares of outstanding common stock. Col. Wilder is principal owner of WSYR Syracuse and WTRY Troy.

WKNE may now issue 500 shares of non-voting preferred stock at $100 per share par value. It is contended that this will strengthen the station's financial position and balance sheet for credit purposes as well as pay off its note indebtedness.

Major common stock interests are now as follows: M. S. Wilder, 152 shares; H. C. Wilder, 57 shares; Helen W. Miller, 55 shares; Frank Lyman Jr., 40 shares.

HORRIBLE HARMONY groans forth from this gruesome trio of the *Kiesewetter Kut-Ups Show*. The unholy three from the Kiesewetter Agency's radio department are (l to r): Ted Chase, media and radio buyer; Rhoda Powers, radio timebuyer; Samm S. Baker, director of radio.

CHECK!

Unique Radio Name Makes Used Car Business

KEY to the successful use of radio for a New Jersey dealer in new and used cars appears to be the "radio name" created by the station when the client bought air time for the first time some nine months ago. The sales promotion department of WPAT Paterson, N. J., changed the name from Falls City Auto Exchange to "Check with Chick", using the nickname of the firm's president, Bady Joseph. Signs at the dealer's offices were changed accordingly.

Effect of the new name was evident soon after a schedule of 42 spot announcements weekly got under way. Telephone company officials urged Mr. Joseph to list the "radio name" to relieve pressure on their information board from requests for "Check with Chick's" telephone number. Several imitators sprang up, as for example a "Double Check with Chuck."

While the firm continued its use of newspapers, radio is said to be largely responsible for the increase in business. Since it started on the air some 36 weeks ago, business has increased more than 400% and has expanded its quarters three times. "Check with Chick" signed a 52-week renewal of its WPAT schedule.

Hanover Shoe Sports

HANOVER SHOE Co., Hanover, Pa., on Jan. 4 started sponsorship of leading high school basketball games throughout Southern New Jersey, using WIBG, Philadelphia, and WAAT Newark. Top games are broadcast Friday nights from Camden convention hall on WIBG, with Claude Haring doing play-by-play and Doug Arthur, color, while on WAAT, George Schreier, a member of the BLUE publicity department, handles the play-by-play and Fred Sayles the color from high school auditoriums. Agency is Warwick & Wegler, New York.

WOR Agency Ranking

WITH RUTHRAUFF & RYAN and Young & Rubicam as leader and runner-up agencies, respectively, for the third consecutive year, WOR New York, has released a list of the 10 leading agencies in order of their expenditures on the station during 1943. Following Young & Rubicam are BBDO, Erwin, Wasey & Co., J. Walter Thompson Co., Charles W. Hoyt Co., Arthur Rosenberg Co., Newell-Emmett, Compton Adv., and Duane Jones Co.

Spots for Stams

INTENSIFICATION of Standard Brands' campaign to promote Stams and Stan-B vitamin tablets was announced at a general sales meeting of the company's pharmaceutical division in New York last week. Distribution of the products through major outlets will be promoted via spot announcements on Standard Brands' two network program, *The Chase & Sanborn Hour* and *The Open Door* on NBC and CBS respectively. Agency is Ted Bates Inc., New York.

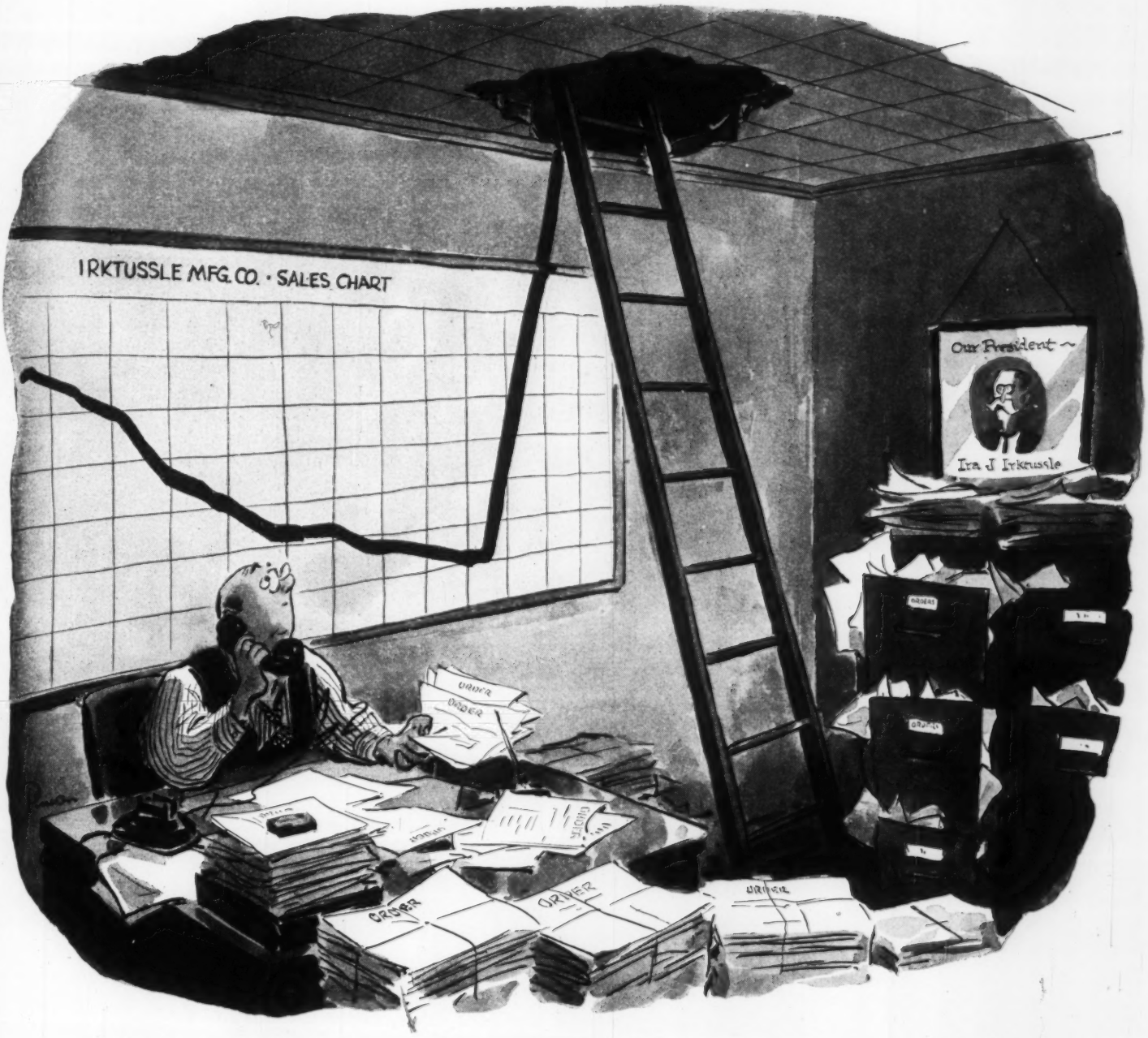
St. John for Miles

MILES LABS., Elkhart, Ind. (Alka-Seltzer, One-A-Day Vitamin), begins sponsorship of a five-weekly, quarter-hour news program, featuring Robert St. John, NBC news analyst, starting Jan. 31, 10:15-10:30 a.m. Originating out of New York, the series will be heard on 39 NBC stations, including the basic network plus the Southwest and Mountain groups. Contract is for 60 weeks, placed by Wade Adv. Agency, Chicago.

Jaques to Burnett

CHANGES in the marketing picture of the Jaques Mfg. Co., Chicago (K C baking powder), announced last week by J. L. Trojan, general sales manager, included the retirement of Charles Hendrickson as advertising manager, the naming of Frederic D. Slayton as his successor and the appointment of Leo Burnett Co., Chicago, as advertising agency. Mr. Slayton leaves W. E. Long Co., Chicago, to assume his new position.

SYLVANIA ELECTRIC Products officials toasted Engineer Don P. Caverly at a pre-publication luncheon in New York on his new book *A Primer of Electronics*. Looking over the book are (l to r): Roger M. Wise, Sylvania director of engineering; Don G. Mitchell, vice-president in charge of sales; author Caverly; Walter E. Poor, president; S. J. Healy, the vice-president in charge of Hygrade Sylvania's operations.



"Why no, Mr. Irktussle, we haven't seen Miss Jones since we started advertising on WGN."

WGN carries more retail, local and national spot business than any other major Chicago station.

A CLEAR CHANNEL STATION

CHICAGO 11 ILLINOIS

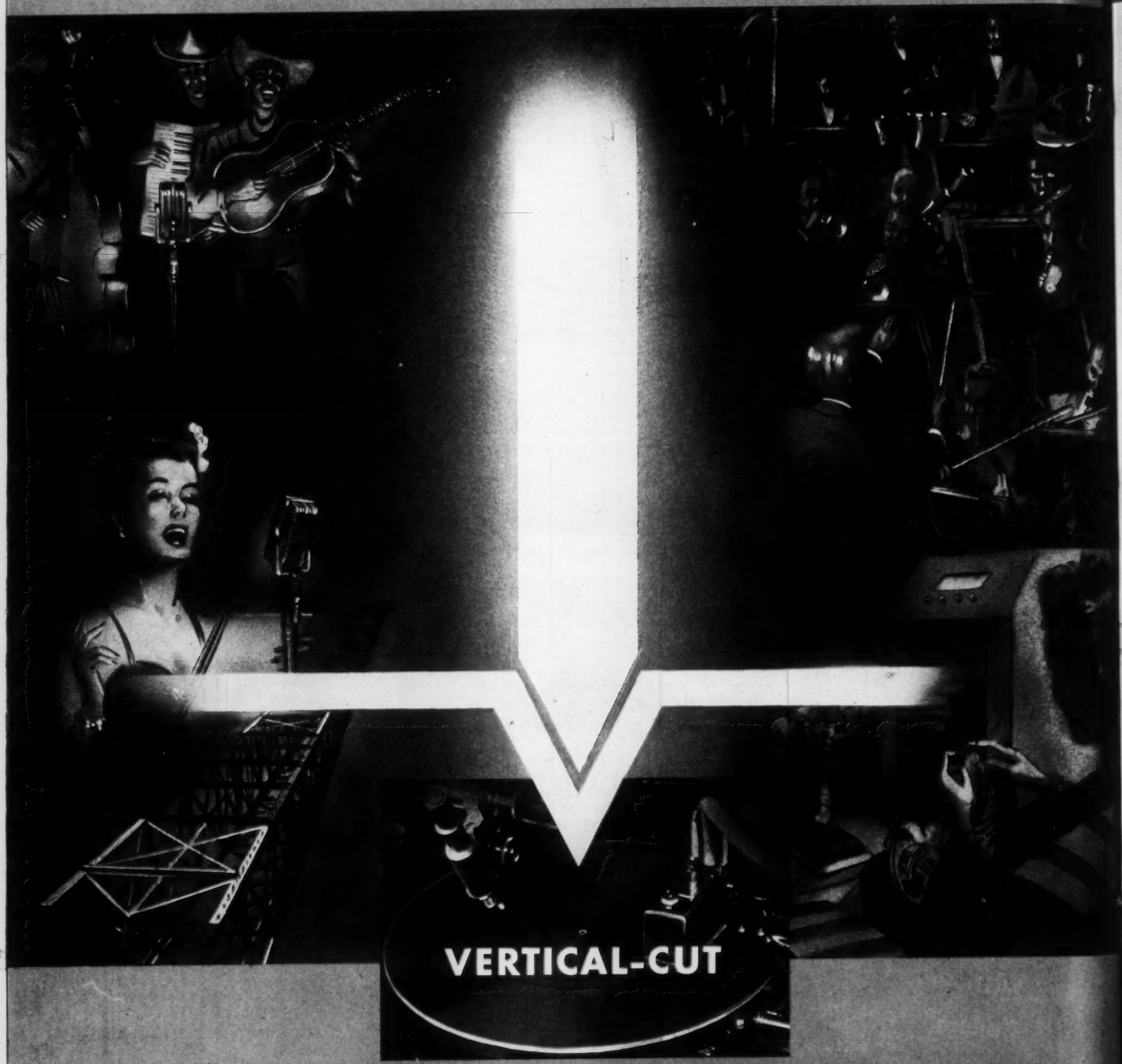
50,000 WATTS 720 KILOCYCLES

WGN

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y. • PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

WBS-WORLD'S



THE ULTIMATE IN WIDE-RANGE RECORDING

BEST SOUND-ARTISTRY

There is nothing finer in recorded music than a WBS Transcription! For the World Broadcasting System has set an entirely new standard of quality for Transcribed Program Services by assembling the Quality Talent of the World—and then recording these artists with such fidelity that radio stations and their advertisers can truthfully say "This is the Best".

The Quality Talent of the World deserves the Quality of Recordings that brings you this talent with a life-like clarity that means audience appeal and keeps listeners listening—to *your* program.

.... that is why WBS pioneered and perfected commercially the Vertical Cut Wide Range Method of Transcription, so superbly developed by Western Electric engineers.

.... that is why WBS created the finest sound studios ever constructed, as acoustically perfect as modern electronic science can make that possible, and equipped with the most advanced recording equipment in operation today.

.... that is why every WBS recording is controlled by skilled electrical engineers, and produced under the personal direction of showmen who have "that rare ability to make the best of music sound just a little bit better."

.... that is why WBS "gold sputters" their masters and presses every disc in *Pure Translucent* Vinylite, so that the most delicate impressions are still superbly accurate after hours and hours of wear.

.... that is why WBS can justly be called "The Quality Library of the World"—with access to the greatest array of popular Talent available thru any library service today—with the widest variety and types of recordings to be found in any library—with over 3800 selections now recorded to meet every requirement for announcements, mood music, or completely balanced musical presentations—with the constant addition of "Tomorrow's Stars" and at least 50 new numbers every month—and with a service that supplies continuities, planned and written by experts, and promotion material that really sells.

.... and that is why radio stations are discovering that the Quality Talent of the World—reproduced by this method of Quality Recording—has a new dollar and cents value to their stations and their advertisers, solving their production problems and delivering the maximum program satisfaction for every broadcasting purpose.

WORLD PROGRAM SERVICE

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.

A SUBSIDIARY OF DECCA RECORDS, INC.

711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

'Analyze Stock and Customers,' Avery Tells Retailers in N. Y.

Advises Dry Goods Association To Mold Programs To Fit the Audience, Reflect Store

"HOW WELL you analyze what you have to sell and to whom you want to sell it are unquestionably the major factors in the successful use of broadcast advertising by retailers," Lewis H. Avery, NAB director of broadcast advertising, stated last Tuesday in a talk before the Sales Promotion Division of the National Retail Dry Goods Assn., whose annual convention was held at the Hotel Pennsylvania, New York, Jan. 10-14.

Reporting on an analysis of 174 retail radio campaigns which both retailer and broadcaster agreed were successful, Mr. Avery stated, "The experiences of both retailers and radio stations stress a consistent thread: Shape the program to fit the audience you want to reach. It is not enough, they point out, to put on a program type that, according to the national surveys, most people like. It must be a program that is liked by the particular group the retailer wants to reach."

Store Personality

In addition, he continued, the study showed "the necessity of selecting a program in keeping with the general atmosphere of the store and of building through the program a kind of store 'personality.'

"You may be amazed," he said, "to learn that the studies revealed that the nature of the program alone does not account for the success of retail broadcast advertising. The experience of retailers and radio stations indicates that nearly any program, within certain broad limits, will prove successful for the retailer, provided:

"(1) It is broadcast at a time when the people he wants to reach can listen;

"(2) There is nothing obnoxious to that group about it; and

"(3) It is broadcast sufficiently often to keep the retailer's name most constantly before his customers and prospective customers."

Reporting that most successful retail users of radio sponsor programs and not merely announcements, with 85.4% using one or more programs daily and 28.7% two or more programs daily, Mr. Avery said that it seems "better to broadcast two or three inexpensive programs a day than one expensive one, and better to supplement the program with announcements throughout the day than to let it stand by itself. In fact, the importance of over-all coverage is the most common point made by those reporting."

Appeal to Customers

Neither retailers nor broadcasters favor any single time of day over any other for retail advertising, Mr. Avery continued, quoting one report to the effect that since a store's customers include all kinds of people, "any kind of program, broadcast at any time of day, is bound to appeal to some customers. The problem is how to appeal to the greatest number of specified or prospective customers."

A breakdown of the reports of the successful retail radio campaigns, he said, showed that newscasts and commentators accounted for 35.5%; musical programs for 18.4%; women's programs, 16.1%; announcements only, 10.6%; with sports programs, children's programs, participating programs and dramatic programs trailing in popularity.

Mr. Avery ended his address by citing three definite conclusions drawn from this objective study of retailers and radio stations of programs that are known to be successful:

"(1) Neither program content nor talent are crucial factors in determining the success of a retail radio program.

"(2) An inexpensive program, if it adheres to certain basic principles, may be more effective than the most elaborate production.

"(3) Cooperation, imagination and patience are the prime ingredients in a successful radio program for retailers or for any other broadcast advertisers."

Grease Increase

SALES UP 1500% is the record for the Banfield Packing Co. Salina, Kansas after a six month radio campaign. The company advertised lard with five dramatized spots a day, and a daily quarter-hour of music. At the end of six months, the records showed the amazing increase.

New Blue Series

THE BLUE Network has just started a seven-times weekly quarter-hour morning news program combining an overseas roundup with a summary of developments on the home front. Paul Neilson, BLUE commentator, presides in New York, calling in BLUE foreign correspondents in from Chungking, Cairo and other world points. Title of the new program, heard Monday through Friday, 8:30-8:45 a.m. and Sunday 9-9:15 a.m. is *BLUE News Correspondents at Home & Abroad.* Two new foreign staff members will be heard on the series—William Ewing, from Honolulu; and Thomas B. Grandin, who will alternate with Arthur Feldman from London.

'Times' Resumes Schedules

THE NEW YORK TIMES, which recently cut its full Sunday page of New York station program listings for the coming week to a highlight box as a paper-saving device, has resumed publication of the week's full program schedules. Paper continued to publish full program schedule for the day in each day's paper, but reader demand for the return of the weekly page was presumably sufficient to cause its restoration.

GOING LIKE HOTCAKES is the breakfast gathering of agency, sponsor and network executives celebrating the premiere of *Sweet River* on 171 BLUE stations. Following the first broadcast of the dramatic serial, officials who met at the festive board to eat soy pancakes flavored with golden syrup, are (l to r): Marvin Harms, vice-president, Hill, Blackett & Co., Chicago agency handling the account; F. W. Apperson, package division sales manager of the A. E. Staley Mfg. Co., Decatur, Ill., sponsors of the program; Merritt R. Schoenfeld, sales manager of the BLUE Central Division. Standing (l to r): Bob McKee, BLUE salesman; and Richard L. Nagle, advertising manager of the Staley Co.

FIVE OIL FIRMS PLAN PROMOTION

FIVE major oil companies, all users of network radio, will cooperate in presenting a special program Feb. 23, now being planned to celebrate the opening in Port Neches, Tex., of the synthetic rubber Butadiene plant, built by the Government and the oil companies, including Gulf, Atlantic Refining, Texas Co., Pure Oil and Socony-Vacuum.

N. W. Ayer & Sons, New York, Atlantic's Agency, which is handling public relations on the show, stated last week that no network has been selected as yet for the dedication program, and that arrangements are under way for such officials as Col. Bradley Dewey, U. S. rubber director, to speak. Ayer also said that advance radio publicity will be given the opening of the Butadiene plant on the five companies' network programs, which include Fred Allen for Texaco, *We the People* for Gulf, both on CBS; Raymond Gram Swing for Socony on BLUE, and H. V. Kaltenborn, Pure Oil, NBC.

KWBU Corpus Christi Plans Feb. 1 Opening

ANNOUNCEMENT has been made by Carr Collins, president of KWBU Corpus Christi, that the new station is expected to go on the air about Feb. 1 with a full schedule of commercial programs. Studios will be located in Corpus Christi, Dallas and Waco, and will operate daytime on 1010 kc., 50 kw.

Operated by Century Broadcasting Co., with offices in Dallas, KWBU has as officers besides Mr. Collins, Pat M. Neff, vice president, E. R. Nash, secretary, and L. L. Waller, treasurer.

The FCC last week granted voluntary assignment of the construction permit for the station to Century Broadcasting.

Ben N. Peck and L. A. Wofford of Corpus Christi have been appointed executive manager and commercial manager, respectively. Homer Hogan & Co., Chicago, and John E. Pearson Co., New York, represent the station nationally.

N. Y. Alert Plan

NEW YORK CITY radio committee at a recent meeting voted unanimously that any request of Mayor F. H. LaGuardia, in his capacity either as Mayor or as director of Civilian Defense, for broadcast announcements involving public safety or general civic emergency will be carried as requested. Action followed the Christmas Day "preparedness warning" of possible enemy attack, issued by the Mayor. Some stations did not heed the warning because of a confusion about the authority behind the messages [BROADCASTING, Jan. 3].

Owens-Illinois Setup

WITH dissolution of Libbey Glass Co., Toledo, and Owens-Illinois Pacific Coast Co., the two companies, instead of being wholly-owned subsidiaries of Owens-Illinois Glass Co., are now divisions of that organization. J. H. Wright, president of Libbey Glass, and H. S. Wade, president of Owens-Illinois Pacific have been made vice-presidents of the parent company.

We Give Thanks....

We have already thanked Santa Claus and his numerous proxies. Now we give thanks to our ADVERTISERS, the lads whose money makes the kilowatts gambol and the millivolts leap.

We give thanks to our ADVERTISERS, not for their patronage (which Lord knows we appreciate endlessly) but for their patience and tolerance, for their good-natured long-suffering forbearance.

They've been booted about as no self-respecting sponsors have any reason to expect. Their firm orders have been ignored—so many times!

Their commitments have been pushed around, switched, and even canceled outright—often even without the grace of notification.

They've been treated just shamefully!

Of course, they all understand that all this has been caused only because the war has the right of way, at WWJ, and at all American radio stations.

And, invariably, they have approved everything we have had to do, no matter how disturbing.

For all of this, we give thanks.

And we promise to go on, and on, along the same line, until we get that UNCONDITIONAL SURRENDER from Hitler and Hirohito.

WWJ

America's Pioneer Broadcasting Station—First in Detroit

Owned and Operated by The Detroit News

National Representatives

THE GEORGE P. HOLLINGBERY COMPANY

NBC Basic Network

Associate FM Station WENA

Wilmington Morning News
JOURNAL-EVENING
The News-Journal Company
Wilmington Delaware
DAILY NEWS
The Philadelphia Inquirer
Established 1847
The Evening Bulletin
WILLIAM L. McLEAN
President and Publisher 1895-1931
Long Island Daily Press
PHILADELPHIA RECORD
FOUNDED
Published every day in the year by
PHILADELPHIA RECORD COMPANY
LONG ISLAND STAR-JOURNAL
STEPHEN ROGERS,
NEW YORK
Herald Tribune
New York World-Telegram
A SCRIPPS-HOWARD NEWSPAPER.
The New York Times
Reg. U. S. Pat. Off.
"All the News That's Fit to Print."
Published 1896-1935.
DAILY NEWS
Tel. MUrray Hill 2-1234
Sun
New York Journal-American
WORKER
BROOKLYN EAGLE
THE HOME NEWS
BRONX and MANHATTAN
Brooklyn Citizen
DAILY MIRROR
"Il Progresso Italo-Americano"
The First Italian Language Daily
Newspaper in the United States
PM
New York Post
FOUNDED IN 1801 BY ALEXANDER HAMILTON
FORWARD
A JEWISH DAILY
JEWISH JOURNAL—2—
422 M—WOR—710 Kc.
New Yorker Staats-Zeitung und
An American Newspaper Printed in the German
The Paterson News

We see by the papers...

HERE AT WOR we have watched them grow – paper by paper, year by year. From an impressive handful of regular WOR program listings in less than fifty newspapers in 1936, the number has soared to 191 newspapers – in 140 cities and towns – which list WOR's programs *daily*.

Local papers? Local cities? Well, "local" in the sense that 104 of these *daily* papers (read by 8,953,000 people!) are in WOR's Guaranteed Area. And that area stretches powerfully into 7 great states containing 16 war-wealthy cities of more than 100,000 people each.

The other 87 papers? Three of them are in Canada, and they're read *daily* by 307,717 people in Montreal, Halifax and St. John. Others are in New Hampshire, West Virginia, Maryland, Vermont, Western Pennsylvania, Massachusetts, and five other eastern states.

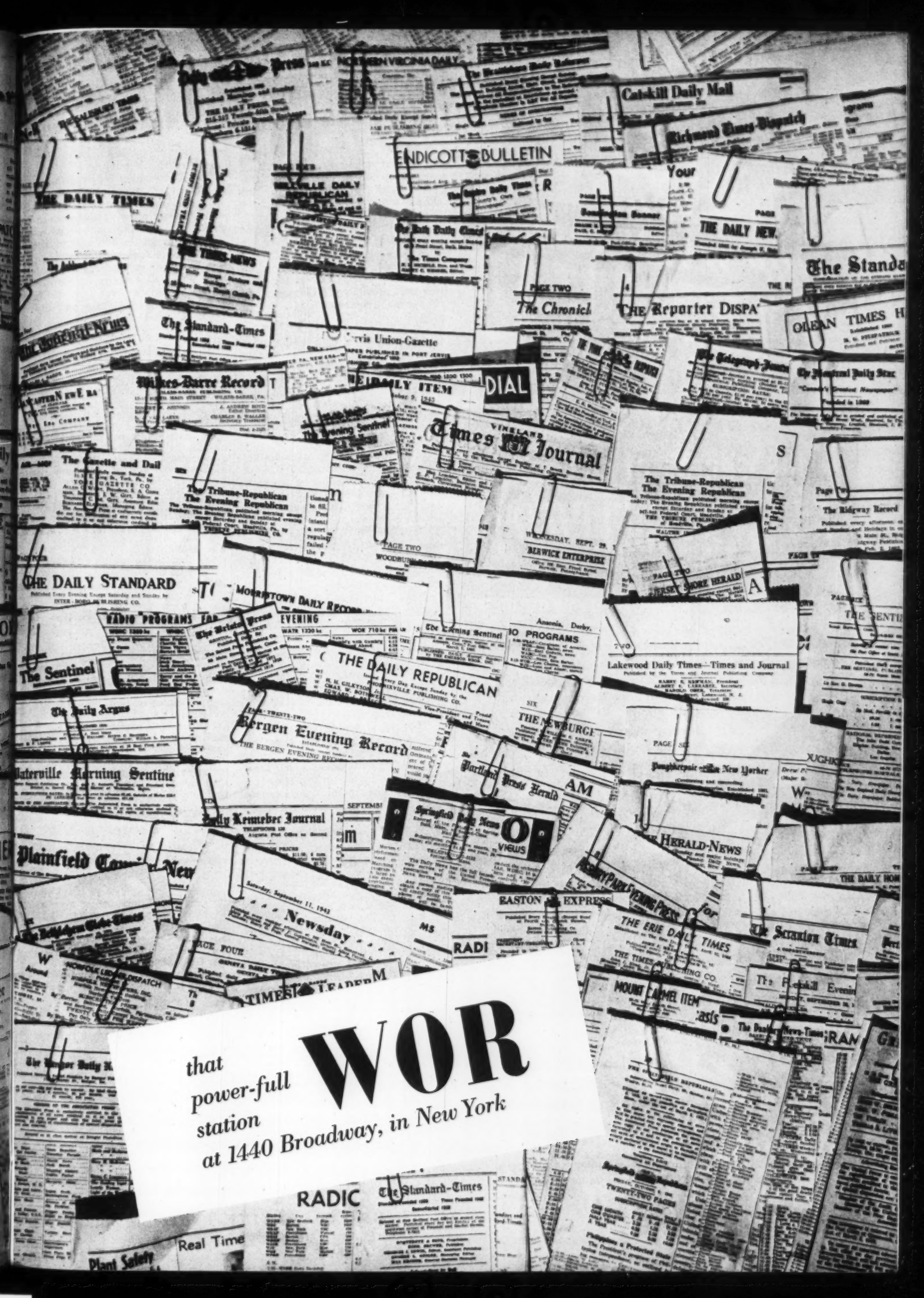
As editors are not philanthropists, but print only what their readers want, this, we think, indicates rather strongly that at least 10,624,966 people who read 191 daily newspapers have a profitable curiosity to know what's on that power-full station . . .

WOR

at 1440 Broadway, in New York ★

★ *Not to mention the hundreds of WOR advertisers and their agencies who profit by the listings!*

The Intelligencer
The Evening Observer
Jersey
The News
The Patriot
The Gazette
Daily World
Atlantic City Press
Burlington Daily
Norristown Times Herald
Meriden Record
The Daily News
Stamford Advocate
The Evening News
The Times-Herald
The Norwalk
The Free Lance-Star
Fredericksburg, Virginia
The Pottsville Journal
The Transcript
Altoona Mirror
Pottstown Mercury
The Johnstown Democrat
The Johnstown Tribune
Hampshire Gazette
The Columbia News
Evening Express


that
power-full
station
WOR
at 1440 Broadway, in New York

the secret of getting
FASTEST DELIVERY

Don't wait for "routine" afternoon pickups, when shipping AIR EXPRESS. Get your shipments on the way as soon as they are ready—as early in the day as possible.

That's the secret of getting fastest delivery. Because you avoid possible delay, due to end-of-day congestion when Airline traffic is at its peak.

And to cut costs—AIR EXPRESS shipments should be *packed compactly* but securely, to obtain the best ratio of size to weight.

A Money-Saving, High-Speed Tool For Every Business

As a result of increased efficiency developed to meet wartime demands, rates have recently been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-a-minute service direct to hundreds of U.S. cities and scores of foreign countries.

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-1, Railway Express Agency, 230 Park Ave., New York 17, N. Y.

AIR EXPRESS
Gets there FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

327 Advertising Cases Handled in Year Says Trade Commission Annual Report

A TOTAL of 327 cases involving false and misleading advertising were disposed of during the fiscal year ended June 30, 1943 by the Radio & Periodical Division of the Federal Trade Commission, according to the annual report of the Commission issued last week.

At the close of the fiscal year, the Division had 639 cases pending as compared with 726 at the close of the previous fiscal year, the Commission reported.

Advertising Analysis

An analysis of advertising questioned by the Commission during the year showed that foods, drugs, devices and cosmetics accounted for approximately 81% of the 2,362 commodities involved in the investigations. Drugs alone constituted 48% of the questioned advertisements.

In its investigations of radio advertising the Commission issued calls to radio stations at the rate of four time a year (now reduced to twice a year). National and regional networks respond on a continuous weekly basis and producers of electrical transcriptions submit reports monthly. This material is supplemented by periodic reports from individual stations.

The Commission reported that during the fiscal year it received copies of 940,750 commercial radio broadcast continuities and examined 1,045,484 continuities. From this material, 22,329 advertising broadcasts were marked for further study as for possible representations that might be false or misleading.

The report stated that 88% of the radio and periodical cases resulted from routine examination of advertising material and 12% from complaints by or information received from other Government agencies, competitors, and other members of the public.

The Commission received the cooperation of the 4 national networks, 19 regional network groups, and transcription producers engaged in preparing commercial radio recordings, in addition to that of 853 commercial radio stations. The Commission, the report noted, "has observed a desire on the part of these broadcasters . . . to aid in the elimination of false and misleading advertising."

NBC Display

PICTORIAL examples of NBC's third "Parade of Stars" promotion campaign were on exhibition last week at the Waldorf-Astoria, New York, and will be displayed in the coming weeks in Chicago and San Francisco. The exhibits prepared under the supervision of Charles P. Hammond, NBC director of advertising and promotion, showed samples of local promotional material used by NBC affiliates during last year's drive to plug NBC stars, and recorded excerpts from the campaign were presented for members of NBC's station advisory planning board, members of the trade press, and other advertising officials.

KWTO Joins Blue

KWTO Springfield, Mo., on Jan. 16 became affiliated with the BLUE as a basic supplementary station, bringing the total number of BLUE outlets to 176. Owned by the Ozarks Broadcasting Co., KWTO operates on 5,000 w day, 1,000 night, on 560 kc.

Jacobs Bouts Televised

THROUGH cooperation of Mike Jacobs, president of the Twentieth Century Sporting Club, and the Gillette Safety Razor Co., WNBT, NBC television station in New York, televised the Ruffin-Zurita bout from Madison Square Garden on Jan. 14 and will also do a sight-and-sound broadcast of the Angott-Jack match on Jan. 28. Arrangement indicates a renewal of friendly relations between Jacobs and NBC, which threatened the fight promoter with suit for breach of contract a few years ago when he sold the broadcasting rights to Garden fights to Gillette and MBS after they had been on the BLUE under Adam Hat sponsorship for several years.

Lever Wins Suit

REVERSING the U. S. District Court for Maryland, Judge Armistead M. Dobie of the U. S. Circuit Court of Appeals, sitting in Richmond, Va., has held that two patent claims of Lever Bros. Co. involving principles in soap manufacture were valid and that the claims were infringed by Procter & Gamble, it was learned last Tuesday. The case grew out of P & G's alleged change in 1940 from an old process in making Ivory soap to a new one. Both firms are large users of radio time.

Grant Retires at GM

R. H. GRANT, vice-president of General Motors Corp., retired on Jan. 15 from active service in the company "to devote his time to his personal affairs" and to gain a "greater amount of leisure time", according to Alfred P. Sloan Jr., chairman of General Motors. With the Company in various capacities for more than 20 years, Mr. Grant has supervised the merchandising activities of all G-M divisions. He will continue as a member of the board of directors.

CBC Shortwave Plan

CANADA'S shortwave broadcasting station is now nearing completion at Sackville, N. B., and is to begin broadcasting on regular schedule late this summer, according to Dr. A. Frigon, acting general manager of the Canadian Broadcasting Corp. The first of the two 50 kw transmitters will be installed by March and the second a short time later. The stations will be ready to give service to all parts of the world.

YOU MAY BE ABLE TO WALK A MILE IN 7 MINUTES*

BUT—YOU CAN'T COVER THE KALAMAZOO-GRAND RAPIDS AREA FROM CHICAGO OR DETROIT!

It doesn't matter how hard you strain (or how desperately you *wish*) to cover Western Michigan with any "outside" radio effort—you just can't do it.

There are too many intervening miles—too much "fading" in this area. *No* outside station can do an adequate job in Western Michigan.

But Western Michigan people do listen to WKZO. With studios in both Grand Rapids and Kalamazoo, we're a "home station" and the big Columbia outlet in *both* cities and in all the rich surrounding countryside. . . . Let us *prove* it to you. Write us direct, or just ask Free & Peters!

** G. H. Goulding, a Canadian, walked a mile in 6 minutes, 25.8 seconds, on June 4, 1910!*

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better-than-average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area.

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

Owned and Operated by Fetzer Broadcasting Company

JOHN E. FETZER, Managing Director

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Studio Notes

CBS, which for some time has reserved two regular weekly time periods for *Talks*, has added a third period — Sundays, 1:45-2 p.m. — to present speakers of divergent views on current issues, and for use by worthy causes. New period is similar to the CBS Saturday night *Talks* 10:45-11 p.m. spot, while current legislative issues are discussed by members of the Senate and House on *Congress Speaks*, the third *Talks* program is heard Tuesdays 10:45-11 p.m.

WRGB Schenectady, N. Y., General Electric television station, is now on a new operating schedule of four evenings each week instead of the former schedule of three evenings.

MICHELSON & STERNBERG, New York, general exporter and international exporter of American-made transcriptions, has moved from 116 Broad St., New York, to larger quarters at 67 W. 44th St., adjoining the offices of Charles Michelson, radio transcription firm, a subsidiary company. M & S was American agency for Radio Normandy.

ASSOCIATED Music Publishers has negotiated music licensing agreements with WACO KNOW WCAR KFNF KFOX and renewals with WCAU WCBS WCMI WCOS WFL WHAM WIBW WLAP WLW WMOB WNAX WOPI WSAI WSGN WSIX WTSP WWJ KMA KMYC KOIN KPAC KROY KSL KSTP.

WJHL Johnson City, Tenn., has contracted with Press Assn. for the special AP radio news wire.

WPAT Paterson has issued with its new rate card for 1944 a five-color coverage map.

BECAUSE of favorable audience response to original releases of *The Weird Circle* series of transcribed mysteries, the NBC Radio-Recording division is extending the series from 26 to 39 programs. Imperial Tobacco Co. of Canada, will place them on 34 Canadian stations. Peter Hand Brewing Co., Chicago, will sponsor the 13 new releases on WGN Chicago, through Mitchell-Faust Adv. Co., Chicago. Program is heard on 65 stations in this country, on KGU Honolulu, and on an Army operated station in Alaska.

WIBA Madison, Wis., is airing all home Big 10 basketball games of U. of Wisconsin, with Art Lentz doing play-by-play account.

FUTURE HOME of the Twin Cities' station, KSTP appears in artist's sketch. The studios and offices will be the largest in the area, giving the station complete office and production facilities in both St. Paul and Minneapolis. Grand opening of KSTP's Radio City is March 2.

WNBH New Bedford, Mass. has acquired the special AP radio wire from Press Assn.

MINIATURE newspaper summarizing late war, Washington and local news is prepared by the newsroom staff of WLW-WSAI Cincinnati for executives and departments of the two stations. Issued Monday through Friday at 4 p.m., the *Crosley Square Bulldog* is under the editorship of Bill Dowdell and Gilbert Kingsbury.

LABOR'S contribution to the war effort is the theme of a Sunday dramatic series *Labor for Victory* on WNYC New York featuring the war work of various CIO unions selected by the CDVO. The series may eventually become a joint CIO-AFL affair when final arrangements with the AFL have been completed.

SKIPPER DAWES, education director of WFIL Philadelphia, has tied-in with the public library system in connection with his *WFIL Studio Schoolhouse* programs. Supplementing the weekly in-school period set aside for *The Magic of Books*, Mr. Dawes each week visits a different library branch in a neighborhood to conduct a story hour and discussion meeting with the primary school youngsters.

MUSICAL reminiscences of the stage hits of an earlier year serves as the basis for a new series of Sunday musical programs presented by KYW Philadelphia. Called *Echoes of Show Tunes* the program features a make-believe theatre with an actor, Stuart Wayne, reminiscing about past hits and spectacles that played there.

NORTHERN BROADCASTING & PUB. Co., Timmins, Ont., has started a weekly news sheet *Static* which is sent to all members on the staffs of the eight stations operated by the company, and also goes to former staff members now in the armed forces. The mimeographed news sheet is filled with personal items and doings of the stations.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., covers plant developments and personnel items in its *Micro-Topics* house organ.

PRIMARY and advanced classes in script writing, sound effects, production and announcing, to be given weekly for 12 weeks by NBC for its employes, got under way Jan. 10 in New York. Instructors will be as follows: Production, Wynn Wright, eastern program manager, and N. Ray Kelly, eastern production manager; scripts, Lewis Titterton, manager of the script department; sound effects, H. Weston Conant, assistant supervisor of sound effects; announcing, Pat Kelly, supervisor of announcers, and Jack Costello, announcer.

WRC Washington is co-sponsor with the Variety Club of Washington, D. C., of a special war bond matinee of the "Ice Capades of 1944".

Up 300%

Always a valued commodity, war has given cotton new and greater significance. There's a bumper crop down in KWKH-land — many localities report ginnings up more than 300 per cent. This means more spendable wealth . . . greater opportunities for you to sell now and build sales for the future.

Recently published. Write for your free copy of KWKH net circulations day and night maps

CBS
50,000 WATTS

KWKH

REPRESENTED BY
THE BRANHAM CO.

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

Can You find the FIRE, the SKELETON, the HORSES, the RAIN...in this Picture?

Milking a cow: squirting seltzer into a tin milk pail achieves the desired effect.

THEY'RE all there. You'd recognize them instantly—if you *heard* them. They are gadgets from NBC's Sound Effects Department, the largest and most complete in radio.

NBC has devoted a great deal of time, thought and effort, as well as ingenuity and cold cash, to the development of this important phase of broadcasting — another reason why NBC is "*The Network Most People Listen to Most.*"

ANSWERS:— **1. Skeleton**— rattling wooden sticks brings a skeleton to life. **2. Fire**— crushing Cellophane sounds like crackling flames. **3. Horses**— pounding rubber cups against hard-packed earth simulates a gallop. **4. Rain**—bird seed falling against wooden balls onto taut paper sounds like a storm.

A Kiss: the locale has changed, but the principle remains the same as always.

Sock in the Jaw: sinking a fist into a pad of rubber sounds just like a haymaker.

The National Broadcasting Company

America's No. 1 Network—A SERVICE OF RADIO CORPORATION OF AMERICA

BALTIMORE IS FOR

THE MARTIN PLANT AIRPORT IS LARGER THAN LAGUARDIA FIELD

Probably no single fact dramatizes the size and scope of the Glenn Martin Plant in Baltimore so well as the fact that it boasts its own private airport that is LARGER than New York's famous LaGuardia Field!

When the Glenn L. Martin Company moved to Baltimore in 1929, Mr. Martin drew up a master plan of expansion. Every expansion since then—even the vast wartime development—still lies *within* that plan

There's nothing temporary about any part of the Martin Plant—the solid structures of brick, steel and concrete represent the soundness of Baltimore's stake in the Air Era.

READY
THE "AIR ERA"

The great Glenn L. Martin plant was conceived and planned to build huge flying boats and land planes for the brilliant peace-time future of aviation. Today's planes for war will be supplanted by bigger better aircraft for peace-time flying.

Baltimore is marching toward leadership in the post-war "Air Era". Its excellent water facilities, its industries, its proximity to other industrial centers, its fine flying weather, and its growing importance as a port are all in its favor. And the great Glenn L. Martin aircraft industry, important as it is in our war plane production, is primarily concerned with commercial aviation.

Baltimore is the fastest growing big city in the East -- For more than 25 years, the trend of growth in industrial output, in wage earners, and in payrolls has been steadily upward.

Baltimore isn't dependent on any one industry--or any 10 industries. There are actually more than 100 different industrial classifications in Baltimore; and this amazing diversification of industries insures steady, uninterrupted progress.

It's good business to invest your advertising dollars in a *growing market* like Baltimore, whose number ONE advertising medium is W B A L.

WBAL *means business in Baltimore*

WBAL
50,000 WATTS
BALTIMORE
ONE OF AMERICA'S GREAT RADIO STATIONS

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.

Editorial

'Jett Propulsion'

IT IS seldom that an appointment to public office can be classified as "ideal". It happened in the elevation of FCC Chief Engineer E. K. Jett to membership on the FCC by President Roosevelt.

It is strictly a merit appointment—one that is heartening to others in Government service who, by dint of ability, efficiency and indefatigable work, can look to their reward in the way of promotion.

Lt. Jett often has been described as an ideal Government official. Senator White (R-Me.) the acting minority leader and the foremost legislative authority on communications, once said that if one-man control of radio were possible, he would be satisfied to have Jett.

Mr. Jett is a career man from scratch. He came through the Navy ranks, having enlisted in 1911 when 18. He became a commissioned officer and retired for physical reasons. In 1929 he was first "loaned" to the old Federal Radio Commission, and carried over in 1934 to the FCC. As in the Navy, his promotion in the civil regulatory agency was rapid.

In naming Lt. Jett the President made not only a noteworhty selection but a timely one. Important problems relating to allocations for new broadcast services, aside from those in the communications field, are to be coped with. On the Commission he joins Comdr. T. A. M. Craven, in whose footsteps Mr. Jett appears to have followed insofar as naval and Government service are concerned. Both were elevated to Commissionerships from the chief engineer's post. They are excellent running mates for the tremendous job ahead, international as well as domestic.

Mr. Jett is no theorist or politician. He is a practical engineer and an experienced executive who is respected by his fellows in technical pursuits and revered by his staff. His appointment is a tribute richly deserved.

FM's Challenge

RADIO'S all-consuming new interest these days is FM. Next week FM Broadcasters Inc. holds an annual convention in New York, open to all comers. It is the fifth such annual meeting, but it might as well be the first because only cursory interest was manifested in the previous sessions.

Now interest is at its peak. War-time developments have accentuated it. That relatively small group of followers of Maj. Edwin H. Armstrong, whose inventions and developments have centered attention upon FM, will be augmented by several hundred, in and outside of standard broadcasting. Many will attend the Jan. 26-27 sessions to browse around and get the answers to those questions about this "better mousetrap". They want information. They want to know whether they should be poised for the start—when the barrier is lifted on wartime restrictions in construction.

There is the battle, mainly behind the scenes, between FM and television. There are those who regard FM as a half-way step, an admittedly improved urban service for aural or sound transmission. But the television adherents argue that a picture is worth 10,000 words and that television, which will be FM transmission anyway, will provide both.

There are problems of allocation. FM, aside from improved quality, will make possible the licensing of some 3,000 broadcast stations, even with the present limited allocations to that service. Radio's biggest fundamental problem (aside from that of regulation) always has been lack of room for expansion. The broadcast band, under present allocations standards (which admittedly aren't the best), is crammed with 900-odd stations. It's for that reason that the Congress and the FCC, till now, have seen fit to saddle radio with stringent regulation.

The FMBI convention is a healthy, salutary development. Walter J. Damm, FMBI president, John Shepard 3d, vice-president, both pioneer FM enthusiasts, along with their associates, are to be congratulated for their zeal and foresight in arranging a meeting designed to bring into the sunlight the whole story of FM, where it is headed, in their judgment, and what should be done about it. Their wisdom in throwing the sessions open to all interested parties, in or out of radio, likewise is broadvisioned.

There's one question, however, above all others, that should be answered. What will be the Government policy on dual operation of AM and FM stations? The same question applies to dual operation with television, facsimile, or any other services.

The FCC has expressed concern over so-called "monopoly" in the instrumentalities of public opinion. That is an embattled and much-abused term. It is the crux of the newspaper ownership issue. It makes no difference whether a station transmits by AM or FM; by television or facsimile. If the policy is to be against dual ownership of more than one medium in the same community, why should radio capital venture into these newer fields?

There can be only one answer, if free enterprise is to prevail and if the public is to be provided maximum benefits of radio's development. The time for the answer is now. Those who attend the FMBI convention have the right to know. They shouldn't be forced to grope blindly or take any gamble beyond that inherent in embarking upon a new enterprise.

Figures

A FAVORITE strategem of the reformer is to brand his adversary as "big business". That epithet has been hurled at radio in recent months with abandon.

Let's see just how big broadcasting business happens to be. The FCC last week released final figures on total times sales for 1942. It amounted to $190,147,052.

Just about the same time, Warner Bros., one of about a dozen big enterprises in the motion picture field, reported gross income of $131,825,540 for its last fiscal year, which ended in August. Thus, one company in the motion picture field in a 12-month period, did very nearly as much business as the entire broadcasting structure.

A department store like Macy's, a public utility company in a major market, or a single railroad will run up income figures which make radio look like penny-ante.

Comparisons, we're told, are odious. But they are enlightening when dealing in figures.

Our Respects To -

EDWARD JOSEPH JANSEN

FAITH and the kind of courage that admits no obstacles are motivating forces in the life story of Edward Joseph Jansen, station manager of KSFO San Francisco, who won his personal victory over infantile paralysis. Completeness of that victory is reflected in the series of successes which have been his. Each has demanded the full time, attention and energies of a man in robust health.

Born April 1, 1906 in St. Paul, Eddie Jansen's family in spring of 1909 moved to Tacoma, Wash., where he received his preliminary education. It took him the customary 12 years to cover the courses at St. Patrick's and St. Leo Schools, and St. Martin's College in that city. He spent his freshman year at Sacred Heart College, Los Gatos, Cal., terminating his schooling in June, 1926. Although active in dramatics while in high school his one ambition was to be a Big League baseball player. However, an accident during senior football practice in 1925 caused a change of plans.

Determined to carve out a career to his liking and utilizing histrionic abilities developed at high school, Eddie in late 1926 started in the show business, playing juvenile character parts with various stock companies on the West Coast. But that dramatic career was abruptly halted on Sept. 17, 1928. He was stricken with infantile paralysis. After months under care of Dr. Ray T. Fredericks, the illness passed, but use of his limbs remained impaired. Doctors predicted that he would never walk again. But Dr. Fredericks felt otherwise. So he got Eddie an outboard motor life preserver, cut the collar and ordered him to swim. For five years Eddie did just that. He swam winter and summer, every morning and every evening in the cold waters of Puget Sound. Ed proved that he would walk again. He had the pleasure when hiking up Mt. Rainier on a mid-winter day to pass one of the doctors who had predicted otherwise.

While confined to his bed, Ed had a great deal of time to listen to the radio. One day in January, 1929, he telephoned KVI for an audition. They carried him to the studios and the determined young fellow read news items and stories from the *Tacoma News-Tribune* until told that he was hired. So for 2½ hours daily, Eddie was part-time announcer of a part-time station then housed in the basement of the old Tacoma Hotel.

A year later, in June 1930, he was appointed manager. Working together with the late E. M. Doernbecher, then owner of KVI, he helped to build that station to a 5,000 watter, with studios in Seattle as well as Tacoma. On

(*Continued on page 40*)

. . . Have you heard the new radio comedian, Jack Benny?

Imagine . . . *these* guys think Jack Benny is a "Johnny Come Lately." Believe it or not, they heard Benny on the air for the *first* time a little over a month ago. You see, they live in one of the many Pacific Coast markets that depends entirely on Don Lee for network reception, and Don Lee recently started releasing the Jack Benny show, every Sunday evening, over all 34 stations.

Now *every* radio family on the Pacific Coast can hear Benny—many of them for the *first* time. This is extremely important . . . *you, too,* may have a show that's a wow . . . it may have a terrific rating in the 4 regularly Hooper rated cities on the coast. But a special Hooper radio survey (the largest ever made on the Pacific Coast—276,019 telephone calls) shows that in many of the markets outside of the 4 Hooper cities, 60 to 100% of the radio listeners are tuned to Don Lee. If your show isn't on Don Lee, an awful lot of people aren't going to hear it.

Incidently, in case any one tells you that these listeners aren't worth going after, remind him that over half of the retail sales* on the Pacific Coast are *made outside* the 4 counties in which the regularly Hooper rated cities are located, *and more than 9 out of every 10 Pacific Coast radio families live within 25 miles of a Don Lee station . . . very handy, eh?*

**Sales Management Survey of Buying Power, May 10, 1943*

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres., General Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CALIF.
Represented Nationally by John Blair & Co.

Mutual
DON LEE

THE NATION'S GREATEST REGIONAL NETWORK

REACH
MORE PEOPLE
MORE MONEY
MORE BUYING
than ever in the
SALT LAKE
MARKET
over
KDYL
UTAH'S NBC STATION
National Representative JOHN BLAIR & CO.

Our Respects to

(*Continued from page 38*)

the death of Mr. Doernbecher in March 1937, the station was reorganized with Mr. Jansen as commercial manager, in charge of local and national sales.

Through all these years, along with his station duties, he was most active in community affairs. Believing that radio can and should be an important factor in civic betterment, he served as first president of the Tacoma Junior Chamber of Commerce. Eddie still expresses appreciation for the cooperation of that and its senior organization, as well as the local Federal Improvement clubs, in obtaining further power and full time operation for KVI from the FCC.

During July 1938 he, along with a group of Tacoma business men, petitioned the FCC for a permit to operate a new 250 watt station in that city. With fate of the project still unsettled, Eddie left KVI in September to join KGU Honolulu, for a year as production manager. Returning to the mainland, he next joined the sales staff of KSFO San Francisco, in March 1940.

Fourteen months later Eddie, with the best wishes of the KSFO organization, took over management of KTBI Tacoma. His "coffee pot" as Eddie affectionately calls the station whose permit he had helped apply for back in July 1938, went on the air just 39 days after the grant became final.

Part owner of KTBI, he would still be managing that station had not World War II made demands on the broadcasting industry to man government positions. When Lincoln Dellar, general manager of KSFO San Francisco, vacated that post to join the Overseas Branch of the Office of War Information's Pacific Coast section as radio division chief, Mr. Jansen on Feb. 14 was called upon to take over reins of that station.

Married to Edith Orton, of Tacoma, on Jan. 16, 1936, the Edward Jansen family includes Anne 5½ years, and Geraldine, 1½ years. He has leased the homestead in Tacoma for the duration and recently bought a new house in San Anselmo, Cal. He enjoys fishing, hiking, riding and a round of golf. In short, Ed has staged what he terms a 95% victory in his battle with old man polio. He is able to keep pace with most of the fellows pushing up California Street to the top of Nob Hill, location of KSFO.

Dr. Black to Conduct

DR. FRANK BLACK, general music conductor of NBC, has been engaged as guest conductor of the Cleveland Symphony Orchestra for a series of concerts in Cleveland and on tour. Another conductor will be named soon to take Dr. Black's place for several weeks on the NBC *Cities Service Concert* series. Concerts by the Cleveland Symphony are broadcast Sunday evenings on Mutual, 9-10 p.m.

Personal NOTES

RALPH R. BRUNTON, general manager of KQW San Francisco, has been elected to the board of directors of the San Francisco Chamber of Commerce.

TOM MOORE, account executive of KPAS Pasadena, Cal., has shifted to KWKW Pasadena, in a similar capacity. Harry Engel, with honorable discharge from the Army, has joined KWKW as account executive.

LINDSAY WELLINGTON, North American director of BBC and chief BBC representative in the United States and Canada since 1941, has been notified of his inclusion in King George VI's New Year Honors List, appointing him a C.B.E.—Commander of the Order of the British Empire. Sir Allan Powell, chairman of the board of governors of the BBC, was awarded the G.B.E.—Grand Knight Cross. Other BBC men were included on the list.

WALTER A. CALLAHAN, general manager of WSAI Cincinnati, is convalescing at his home following a tonsillectomy.

PHILIP JESSE MURRAY, formerly associated with the Air Conditioning Training Corp. of Youngstown, O., is now sales director for Midland Radio & Television Schools, Kansas City, associated with the Midland Broadcasting Co. (KMBC).

DON WIKE, station manager of KRLC Lewiston, Ia., has been appointed associated sportscaster for the Tide Water Oil Co. and will give play-by-play accounts of Idaho U. and Washington State College home basketball games.

LEON WRAY, formerly national advertising manager of *Glendale* (Cal.) *News Press*, has joined KHJ Hollywood as account executive.

HARRY MAIZLISH, manager of KFWB Hollywood, is currently in New York conferring with agency executives and station clients on late winter advertising plans. He returns to Hollywood on Jan. 28.

KEITH KIGGINS, BLUE vice-president in charge of stations, is on a business trip through the South.

KEN FARNSWORTH, announcer of WJZ New York, who has been working special assignments in the retail field, has been named a member of the sales staff of WJZ. He will specialize on retail accounts.

JOHN KANNAWIN, executive chief of the CBS Overseas Unit, is presently touring Canada.

DIXON BABB has joined the merchandising department of WGST Atlanta.

GEORGE CIROTTO has joined the sales staff of KSAL Salina, Kan.

Toscanini in Film

ARTURO TOSCANINI, conductor of the NBC Symphony Orchestra, has completed a starring role in his first motion picture—a presentation of Verdi's "Hymn of the Nations," produced by the Bureau of Motion Pictures of the OWI's Overseas Branch. The half-hour film, to be distributed in foreign lands, features the Maestro conducting the NBC Symphony, with the Westminster Choir and Jan Peerce, Metropolitan Opera tenor. Toscanini made the film at no recompense in celebration of the fall of Fascism in Italy.

W. H. SAMMONS, 82, DIES IN SIOUX CITY

WILLIAM HENRY SAMMONS, 82, publisher of the Sioux City (Ia.) *Journal-Tribune* and president of KSCJ, Sioux City, died of a heart attack on the morning of Jan. 7 at his Sioux City home.

Born in Hokah, Minn., Feb. 16, 1861, Mr. Sammons went to Sioux City in the early 1880's, taking a position with Perkins Bros. Co., publishers of the *Journal*. Among newspaper publishers Mr. Sammons was accorded the distinction of having had the longest continuous association with a newspaper of all publishers still active in management.

Mrs. Sammons, the former Clara Perkins, whom he married in 1895, survives.

KGNC Appointments

JOHN BALLARD has resigned as general manager of KGNC Amarillo Tex., to become general manager of WLAP Lexington, Ky. Raymond Hollingsworth has been appointed to take over the position of KGNC general manager, it has been announced by Ted Taylor, president of the Plains Radio Broadcasting Co. and general manager of the Taylor-Howde-Snowden Radio Group, Dallas, Tex. Also announced was the appointment of Aubrey Jackson as KGNC sales manager. Mr. Hollingsworth has been associated with Amarillo stations for the past 13 years. Mr. Jackson has been with the KGNC sales staff for the past seven years.

Mr. Ballard

Richmond L. Cardinell Named to Muzak Post

RICHMOND L. CARDINELL, who has been active in electrical and mechanical engineering and music research, has been appointed director of programs and research of Muzak Corp., New York. Ben Selvin, who was program manager and is now vice-president of Muzak Transcriptions Inc., will continue to supervise programs and new music for Muzak.

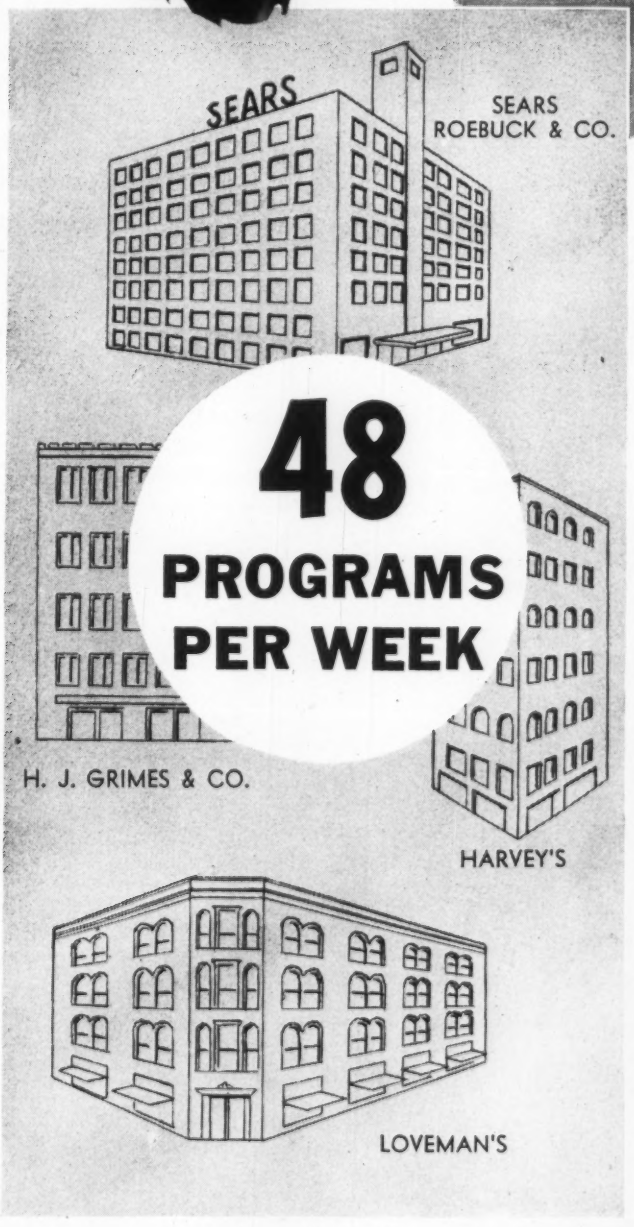
Mr. Cardinell conducted a basic music-industry study in association with Prof. Burris-Meyer, at Stevens Institute of Technology, where he was research engineer and instructor. He has conducted research on the effects of auditory stimuli on human beings, and has been active in the development of equipment and technique for controlling sound for theatrical purposes. He has served in the office of production and development of the War Production Board.

Glade Elected Mayor

EARL J. GLADE, vice president of KSL Salt Lake City has been elected mayor of Salt Lake City and was tendered a celebration dinner by the station. Lennox Murdoch, on behalf of the station's personnel, presented him with a large engraved silver serving platter.

DID SOMEBODY SAY . . .

DEPARTMENT STORES?



"I must confess that your situation in Nashville is most unusual. You fellows have done such a thorough job with your department stores . . . I enjoyed so much chatting with them in regard to their use of radio".

Clyde Pemberton

MASTER - OF - CEREMONIES
"AIR FORCE AND THE RETAILER"

MAYBE THE ANSWER IS SUMMED UP IN MR. PEMBERTON'S OWN WORDS:

WE DO A THOROUGH JOB

WLAC

50,000 WATTS

CBS

NASHVILLE, TENN.

Represented by

THE PAUL H. RAYMER COMPANY

"It almost makes me wish I

h I were an American . . ."

TIME: *Christmas Eve.*

PLACE: *A port of embarkation in the New York area.*

CAST: *A 14-foot muslin stocking filled with gifts. Hundreds of men and women in uniform. And Margaret Arlen, of WABC's* "MARGARET ARLEN" *program for women.*

THE men and women in khaki—and some in the issue of other United Nations—have been refused even one-day passes. Their orders to embark may come at any minute. Christmas looks like just another day, maybe a little lonelier than usual.

But Margaret Arlen has already told her WABC listeners the story eight days earlier—during her regular 8:45 A.M. program. She's asked her audience to send gifts for these servicemen and women they'd never met.

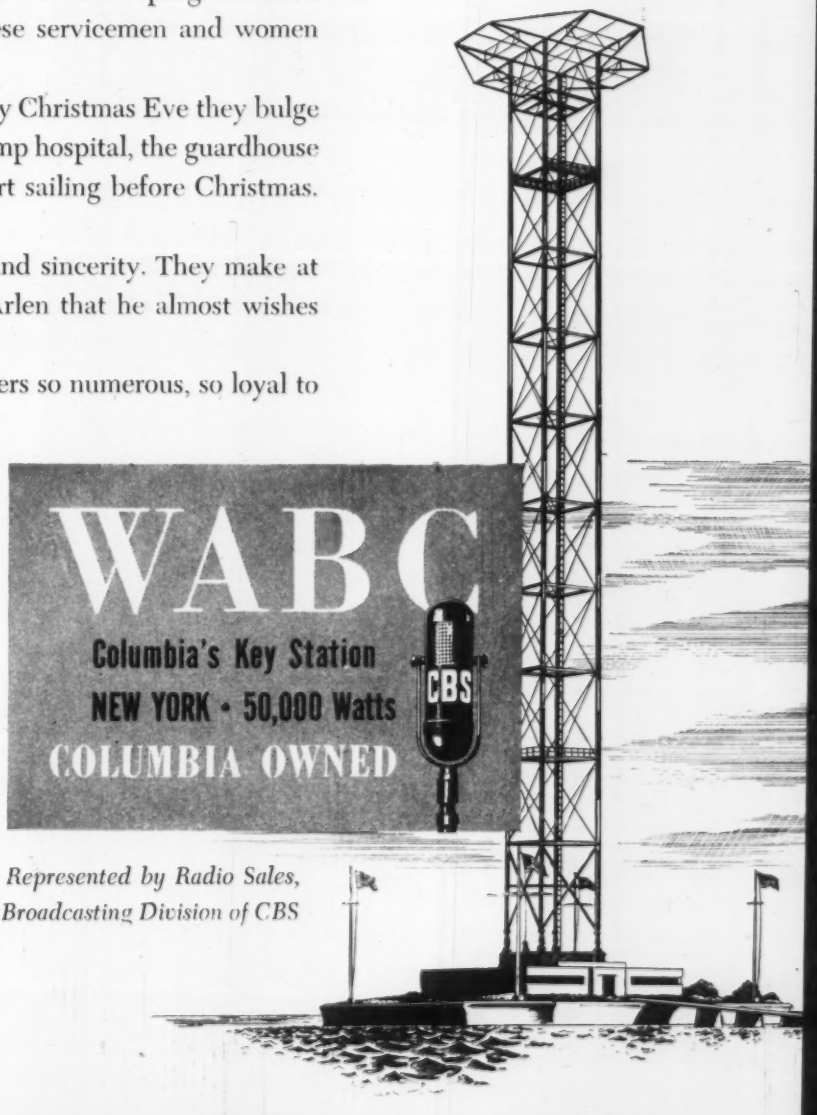
And the gifts have come pouring in. By Christmas Eve they bulge the 14-foot stocking, spill over into the camp hospital, the guardhouse and even among the troops on a transport sailing before Christmas.

4,850 presents go a long way!

With them go spontaneous warmth and sincerity. They make at least one English soldier tell Margaret Arlen that he almost wishes he were an American himself . . .

Those gifts came from a host of listeners so numerous, so loyal to their favorite program, that—over the past 12 months—*WABC's daily women's show has held the undisputed No. 1 place among all other women's programs throughout the New York area.*

Any smart advertiser can draw his own conclusions. Having done so, he'll want to talk with us. Particularly since there are a few new Margaret Arlen participations now available.



Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Power AND POPULARITY
WCAO
The Voice of Baltimore
5,000 WATTS
DAY and NIGHT
☆ 600 KC ☆
The Basic Columbia Outlet for Maryland
PAUL H. RAYMER CO.
National Sales Representative
New York · Chicago · San Francisco · Los Angeles

BEHIND the MIKE

ROBERT ALLISON, formerly with WNEW New York and WNYC New York and previously an English and speech teacher in New York City schools, has joined the CBS education division as assistant to Leon Levine, CBS assistant director of educational programs. Mr. Allison replaces Edward Mellinger, now in the U. S. Maritime Service.

MARGARET L. WHITEHEAD, a former news writer for WLW Cincinnati, and Myrtle Robison, a graduate of Northwestern U. and member of the NBC-Northwestern Summer Radio Institute, have joined the NBC central division news and special events department.

GEORGE ZACHARY, original director of the *Ellery Queen* radio series, now on NBC Saturday nights, has been appointed a lieutenant (j.g.) in in the Navy, reporting for duty Jan. 15. Recently, Zachary has been handling radio for the OWI and the Treasury Dept.

HAL FIMBERG has been added to the writing staff of the NBC *Abbott & Costello* Show.

LARRY BERNS, CBS New York producer, currently is in Hollywood.

NORMAN NESBITT, Don Lee newscaster in Hollywood, has resigned. Gordon Burke takes his assignment on the six-weekly quarter-hour newscast, sponsored by Studebaker Sales Corp. on 34 stations.

MARGUERITE RATTY, of the *Chicago Tribune*, is now assistant to Larry Wolters, *Tribune* radio editor. Vic Veronico, formerly assistant to Mr. Wolters, has been inducted into the Army.

CAPT. JOHN W. NESBIT, formerly language instructor at Northwestern U. and NBC Chicago announcer coach, is credited with organizing a rescue unit which has saved the lives of Allied fliers shot down over Burma.

KLEVE KIRBY, NBC Chicago staff announcer, is the father of a boy.

MR. AND MRS. OWEN VINSON, producer and author respectively of the CBS serial *That Brewster Boy*, are the parents of a girl born on Christmas Day.

KEITH HETHERINGTON, announcer of KPAS Pasadena, Cal., has resigned to join KMPC Beverly Hills.

DON BERNARD has been assigned Hollywood producer of the weekly *Life of Riley*, sponsored by American Meat Institute on BLUE stations. Series started Jan. 16.

BILL DEMLING, Hollywood writer-producer-actor, has been signed as writer and assistant to Dick Mack, director of the weekly CBS *Blue Ribbon Town*.

BILL THOMPSON, "Old Timer" and "Wallace Wimple" of NBC's *Fibber McGee & Molly*, has enlisted in the Navy and is in "boot" training at the Great Lakes (Ill.) Naval Training Station.

VIC REED, news editor in the NBC Central Division news and special events department, has joined the overseas branch of OWI in San Francisco.

BLAIR WALLISER, former WGN Chicago producer, who joined the Coast Guard two years ago and is a veteran of the Sicilian campaign, on Dec. 23 was promoted from lieutenant to lieutenant-commander. Walliser at present is USCG headquarters liaison officer for the East Coast, at Washington, D. C.

TOM PAGE, previously with KVOD Denver, has joined the announcing staff of KFXJ Grand Junction, Col.

WARREN ANDERSON, formerly with Associated Broadcasters, Inc., San Francisco, has joined KYA San Francisco as announcer.

JIM STRAIN, formerly of WBMR Jacksonville, Fla., is now program director of KMTR Hollywood.

KEITH FOWLER, gag writer on CBS *Burns & Allen Show*, reports for Army duty on Jan. 21. His former writer partner, Frank Galen, now in the service, is stationed at Camp Roberts, Cal.

MARY HETHERTON, in public relations department of Don Lee Broadcasting System, Hollywood, and James Cunningham, former BLUE Hollywood engineer, now studying at MIT, have announced their engagement. They will be married in Boston on May 1.

GORDON JENKINS has been assigned musical director of the weekly NBC *Everything for the Boys*. Sponsored by Auto-Lite Co., series starts Jan. 18.

HARRY GELLER, CBS Hollywood staff musician and arranger, has been inducted into the Army.

ROY DRUSHALL, formerly announcer of KDYL Salt Lake City, has joined the BLUE Hollywood staff replacing Colman Willson now in the Army.

DOROTHY MacDONALD, former continuity writer of WAIT Chicago and writer-announcer of WGAR Cleveland, has joined the continuity staff of WGN Chicago.

EARL CAMERON, announcer of CKY Winnipeg, is the father of a boy.

BOB CHURCHER, announcer of CKX Brandon, has joined the Royal Canadian Navy.

FLIGHT LIEUTENANT D. R. P. COATS, Royal Canadian Air Force, former publicity director of CKY Winnipeg, is now stationed at the RCAF recruiting center at Toronto, having been transferred from Winnipeg.

BRIAN HODGKINSON, former announcer of CKY Winnipeg, now a prisoner of war in Germany, has been promoted to Pilot Officer in the Royal Canadian Air Force.

CPL. WILF DAVIDSON, former chief announcer of CKY Winnipeg, now in the Canadian Army, recently married Agnes Marie Adams of Winnipeg.

NORRIS MACKENZIE, of the commercial department of CKWX Vancouver, has been transferred to the Toronto office of All-Canada Radio Facilities.

JOHN PAGE, news editor of KDYL Salt Lake City, is recovering from an appendectomy.

DAN RISS has rejoined the announcing staff of WLW Cincinnati. He comes from WTAM Cleveland.

CLIF HOLMAN has been named production assistant of WEEI Boston at the same time taking over the continuity work of John A. Beauvais who has joined the Navy.

BOB LEWIS, recently medically discharged from the Army, has joined the announcing staff of WNEW New York.

ALLEN A. FUNT, head of the radio production firm bearing his name, is now a private first class, in the Army. For the past few months he has been stationed at Camp Gruber, Oklahoma, and has been conducting a weekly army show on KTUL Tulsa. His sister, Dorothy Funt, has taken over direction of Allen A. Funt, Radio Productions.

PAUL BARNES, formerly chief announcer and news editor of KQV Pittsburgh, has joined the announcing staff of WJJD-WIND Chicago.

DEPLETION of the feminine staff of WJW Cleveland was threatened last week when Chief Bosun's Mate Victor Mature visited the station to help recruit SPARS over Jean Law's program, heard daily at 11:30 a.m. Many 'phone calls were received from girls & women who wanted to enlist. The four SPAR applicants are: Eileen Kelly and Lola Albright, receptionists, Mary Jane Morley, continuity writer, and Roberta O'Leary, publicist. The gentleman not getting any attention is William J. O'Neil, president of WJW.

WILBURN (Wibby) McKAY has returned to the announcing staff of WBML Macon, Ga.

POLLY WHITAKER, head of women's activities of WDAS Philadelphia, has been named program director of the station succeeding Harold Davis, now with the New York office of WCAU Philadelphia.

FRANK F. FIRNSCHILD, writer-announcer of WFDF Flint, Mich., has been commissioned an ensign in the Navy.

GENE EDWARDS, night program manager of WDAS Philadelphia, has joined the announcing staff of WOW Omaha.

HENRY MORGAN, recently featured on the *Gloom Dodgers* on WHN New York has been called for active duty in the Army Air Forces reserve.

WALTER WALDMAN, formerly with *Variety*, has joined the press department of the Netherlands Information Bureau.

MISS MICKEY HART, former assistant to C. P. Jaeger and M. P. Wamboldt, sales manager and commercial program supervisor respectively of the BLUE, has been promoted to a position as liaison between the executive and the sales division of the BLUE program department.

JANE MOORE, formerly in the radio publicity department of the National War Fund, has been named head of radio publicity for the 1944 "March of Dimes" drive, succeeding Jill Stephens resigned.

LEE ROBINSON has been promoted from eastern manager of *Radio Retailing Today* to sales manager. Before joining Caldwell-Clements, New York, publishers of the magazine, Mr. Robinson was president of *Radio* magazine. He has been in the radio field 25 years.

BETTY COWAN, traffic department assistant of Don Lee Broadcasting System, Hollywood, and Bill Haworth, announcer of KHJ Hollywood, have announced their engagement.

SAM HARRINGTON, formerly with the Civic Concert Service, Chicago and New York, has been appointed Chicago branch manager of the National Concert & Artists Corp., succeeding Vic Brown, who resigned to open his own talent bureau.

NORMAN KNIGHT has joined the announcing staff of KTHS Hot Springs, Ark.

". . . for Distinguished Service in Advancing International Friendship in the Western Hemisphere . . ."

Edward Tomlinson of The Blue Network receives The Maria Moors Cabot Gold Medal

In the 12 years that Edward Tomlinson has been broadcasting his reports and commentaries on affairs in "The Other Americas" he has come to be recognized as one of the foremost authorities on Inter-American relations.

Only recently in recognition of his long association with The Blue Network, he was appointed our "Advisor on Western Hemisphere Relations." The photograph shows Mr. Tomlinson (left) and Mark Woods, BLUE President, at the signing of the contract marking the appointment.

More recently, Edward Tomlinson received further recognition when he was awarded one of the 3 Maria Moors Cabot Gold Medals—"for distinguished service in advancing international friendship in the Western Hemisphere." Mr. Tomlinson was the first and only American commentator to be so honored. The award was made December 14, 1943, in the Low Memorial Library of Columbia University by President Nicholas Murray Butler.

* * *

Mr. Tomlinson's weekly broadcasts are typical of the thorough, intelligent and on-the-spot coverage of world news which is one of the outstanding public services of The Blue Network.

The Blue Network

BLUE NETWORK
SHOWS
+
NEWS
+
GOOD LOCAL
SHOWS
=
AUDIENCE

WINN
LOUISVILLE
with
WINN
Your
BLUE NETWORK
STATION in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Agencies

TOM REVERE, radio director of Ted Bates Inc., has returned to New York after scouting available Hollywood talent and program ideas.

WILLIAM WEINTRAUB, president of William H. Weintraub & Co., New York, has returned to his desk after supervising details for initial Hollywood broadcast of weekly CBS *Corliss Archer*.

JERRY COLEMAN, for the past eight years assistant advertising manager of Los Angeles Soap Co. (White King), has joined Davis & Beaven Adv., Los Angeles, as plan department director.

AUSTIN BYRNE, former vice-president and account executive in the New York office of Grant Adv., has joined Wm. Esty & Co., New York, as an account executive.

SALLY FURMAN, formerly of Diener & Dorskind, New York, and Jack Ross, of Sobol & Hartman, New York publicity firm, have joined Hal A. Salzman Assoc., New York, as account executives.

CARL NICKEL, at one time manager of merchandising for Lord & Thomas, now Foote, Cone & Belding, has joined the merchandising department of Compton Adv., New York.

CHARLES M. FREEMAN, previously account executive of Federal Adv., New York, has joined Herishon-Garfield Inc., New York, as copy and contact man.

CLARE OLMSTEAD, Hollywood talent buyer and producer of the weekly NBC *Westinghouse Program*, has resigned from Young & Rubicam to join McCann-Erickson as vice-president and director of radio production.

T. L. STROMBERGER, in charge of advertising and sales for Union Oil Co., Los Angeles, has resigned to join West Marquis Inc., as account executive.

JAMES F. McARTHUR, formerly of Cockfield, Brown & Co. (Canada), and N. W. Ayer & Son, has joined Needham, Louis & Brory, Chicago, as copywriter.

ALLAN REAGAN has joined the staff of H. A. Bruno & Assoc., New York, public relations counsel. For the past year he has been in charge of informational activities for the OPA in the eastern area.

SHERWOOD ARMSTRONG has been transferred to the San Francisco office of Foote, Cone & Belding, from the Los Angeles office, to serve as copy writer and account executive.

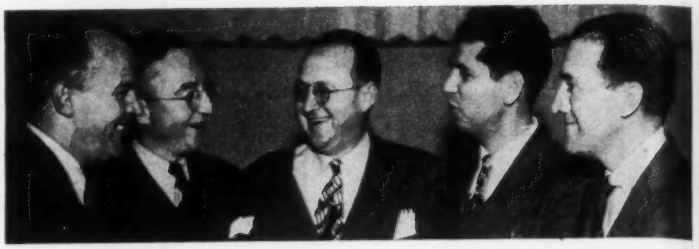
CHARLOTTE VON WEGAN WHITMAN, former copy writer for Sayre Ransdell Associates, has joined the copy staff of Garfield & Guild, San Francisco.

BRUCE ELDRIDGE, formerly of the San Francisco office of Ruthrauff & Ryan, has joined Garfield & Guild, San Francisco, as account executive.

MALCOLM DEWEES, formerly Pacific Coast manager of Kelly Nason, has joined Botsford, Constantine & Gardner, San Francisco, as account executive. Sally Paul has been named media director of the same organization.

LILLIAN DaCOSTA, who handled publicity for various accounts in Philadelphia, has joined the Al Paul Lefton Agency in that city.

M. MURRAY VERNIK, who heads the Philadelphia agency bearing his name, has organized a new time-buying organization to be known as the Radio Sales Co. Associated with him is his brother, Jules Vernik. The new firm will use the present agency offices at 404 Weightman Bldg.



QUINTET OF AGENCY, station and sponsor representatives meet in KFRC studios San Francisco, to celebrate the successful opening performance of *Vaudeville Hotel*, variety show sponsored by Hunt Bros. Packing Co. on 34 Don Lee Network stations, January 2. In the usual order are: Brook Temple, KFRC producer, Sidney Garfield, president of Garfield & Guild Adv., Don Hooper, v.p. in charge of sales for Hunt Bros., Henry Grant, m.c, and Walter Guild, vice-president of Garfield & Guild.

THOMAS L. RILEY, former director of daytime radio for Pedlar, Ryan & Lusk, New York, has joined Wm. Esty & Co., New York, as producer-director, and assistant to Thomas Luckenbill, vice-president and radio director of the agency. Mr. Riley was at one time on the production staff of NBC, working on that network's television programs.

JAMES M. CECIL, president of Cecil & Presbrey, New York, is serving as chairman of the committee on public information for the American Red Cross 1944 War Fund of Greater New York.

WILLIAM CAYTON, formerly of Newell-Emmett Co., New York, has been named copy chief of Picard Adv., New York.

THOMAS L. L. RYAN, president of Pedlar, Ryan & Lusk, New York, has been placed in charge of the national advertising campaign for the American Red Cross, to be placed under the auspices of the War Advertising Council. Mr. Ryan is also chairman of the 28 committees of the graphic arts division of the Red Cross.

MARJORIE CAMP, former staff scriptwriter of NBC working on special assignments, has joined the radio commercial department of Benton & Bowles, New York.

JOHN F. ROURKE, formerly of the radio production department of Donahue & Coe, New York, and previously a CBS announcer, has joined N. W. Ayer & Son, New York, as a radio program director.

MERRITT W. BARNUM Jr., who rejoined Ruthrauff & Ryan, New York, last fall after a year's leave of absence to serve as deputy chief of the New York Radio Bureau of the OWI, has been elected vice-president in charge of radio programs for Ruthrauff & Ryan.

INFORMAL POW-POW is held by Dunninger (l), the "master mentalist", and Blayne Butcher, radio official of Newell-Emmett Co., at a party held to celebrate the debut of Dunninger's program which Sherwin-Williams is sponsoring on the BLUE for Kem-Tone paint.

RICHARD SLEIGHT, recently discharged from the Navy, has joined the copy staff of Garth-Pacific Adv. Agency, San Francisco.

MAXINE BOWLUS, formerly in radio department of Foote, Cone & Belding, Hollywood, has joined the staff of Earle Ferris Associates, publicity service, Hollywood.

RICHARD GIBSON has been promoted to Hollywood talent buyer of Ruthrauff & Ryan Inc. Sam Pierce has been assigned producer of the NBC *Bob Burns Show*.

VIC BROWN, formerly Chicago branch manager of the National Concert & Artists Corp., has opened his own artists' bureau at 221 N. LaSalle St., Chicago.

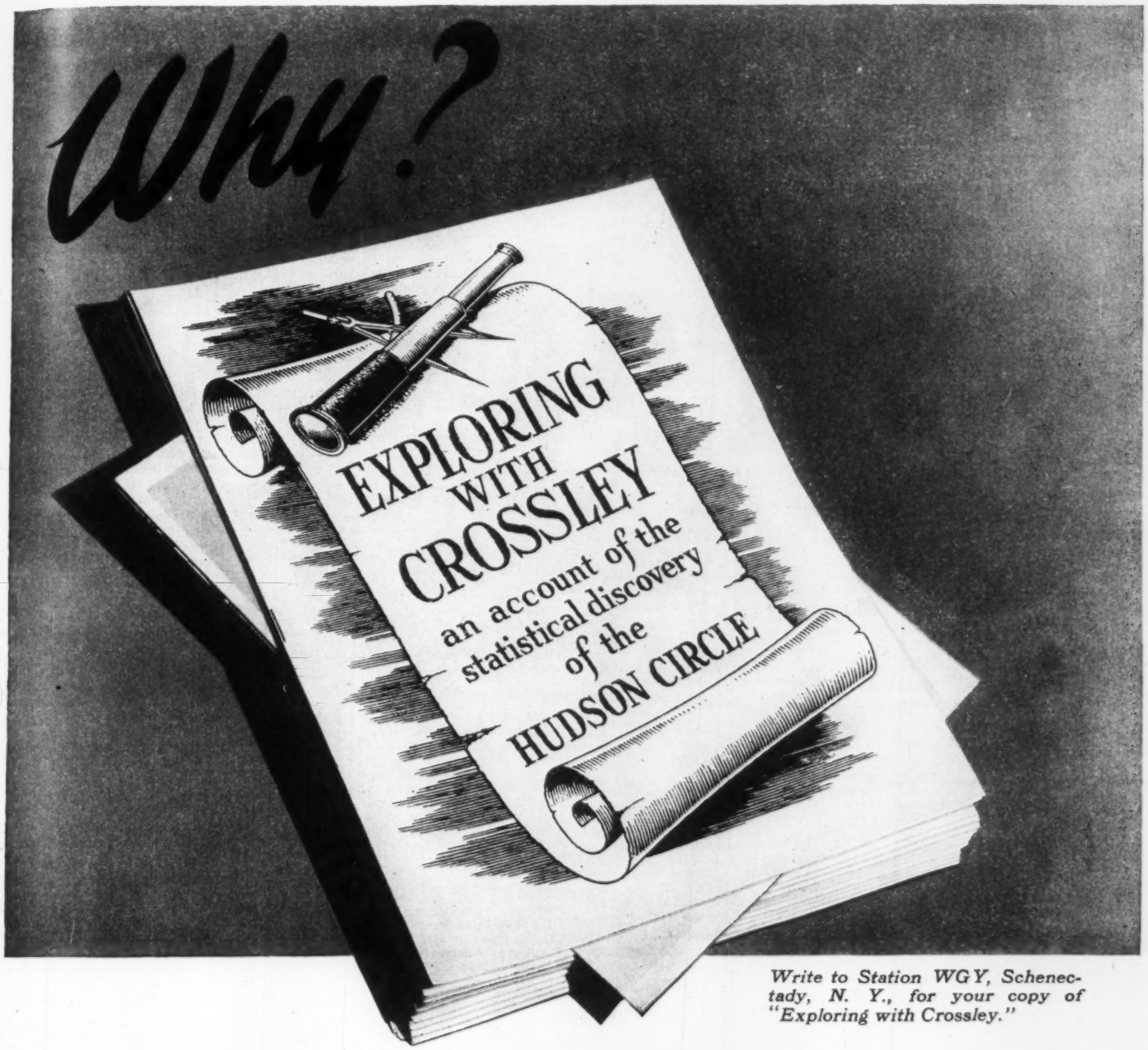
Duane Jones Staff Adds New Account Executives

DUANE JONES Co., New York, last week announced the addition of two account executives, Gardner F. Johnson, for two years national sales promotion manager of Calvert Distillers Corp., and Joseph Scheideler, former vice-president and director of Tracy-Locke-Dawson, New York, which agency recently merged with Geyer, Cornell & Newell.

The Jones agency has acquired three new accounts since the first of this year: Megowen Educator Food Co., Boston, which uses WCAU Philadelphia, WOR and WNEW New York, to promote its Educator Crax; Wesson Oil and Snowdrift Sales Co., New Orleans, for Quik-Blend, Tavol and M. F. B., and C. H. Musselman Co., Biglerville, Pa. (food products).

Wade in Los Angeles

WITH Robert E. Dwyer in charge as Pacific Coast manager, Wade Adv. Agency, Chicago, has established offices at 411 W. Fifth St., Los Angeles. Telephone is Michigan 8608. Along with his executive duties, Mr. Dwyer will continue as director of the four-weekly BLUE *Lum & Abner*, sponsored by Miles Labs. (Alka-Seltzer). He will also supervise other advertising for that firm on the West Coast, Wade having taken over account of the Miles California Co., formerly serviced by Associated Adv. Agency, Los Angeles. Robert McInnes, formerly of Ruthrauff & Ryan, Hollywood, has joined the Wade Los Angeles staff as copy writer and account executive. Mrs. Mildred Biddick, formerly of Associated, has joined Wade as copy writer.



Write to Station WGY, Schenectady, N. Y., for your copy of "Exploring with Crossley."

Why is "Exploring with Crossley," the booklet containing results of the Crossley study of the WGY market, at the top of the pile?

(1) It has all the answers about WGY, discovered by Crossley, Inc., including complete statistical data on coverage and listening in the "Hudson Circle."

(2) It graphically proves beyond the shadow of a doubt that WGY has over 52% of the listeners in a 50-mile radius of that prosperous 1¾-billion-dollar market, the "Hudson Circle," morning, afternoon, *and* evening.

(3) It contains the most complete information ever available and represents the most complete survey ever taken at one time of the area.

(4) It proves that WGY's vast audience of loyal listeners provides the kind of market that warrants a place on top of station time orders.

50,000 watts—NBC—21 Years of service—Represented nationally by NBC Spot Sales

GENERAL ELECTRIC

WGY-173

WGY

SCHENECTADY, N. Y.

SALES FLY HIGH
WHEN YOU BUY

WBCM

BALTIMORE'S
Blue Network Outlet

John Elmer
President

Geo. H. Roeder
Gen. Manager

FREE & PETERS
Exclusive National Rep.

MATÉRIEL

FROM A
PRODUCTION LINE
IN A

BOOM
TOWN

REACH THESE
MARKETS WITH
RADIO

WEED
AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO • HOLLYWOOD

Subcommittee to Handle Radio Measures in House Complete

Communications Group to Steer Legislation Through Committee and Conduct Hearings

CHARGED with steering radio legislation through the House Interstate & Foreign Commerce Committee is a subcommittee on communications, which was completed last week with the appointment of four Republican members by Rep. Wolverton (R-N. J.), ranking minority member of the House standing Committee. Following is a brief biography of each of the 11 Representatives who will conduct hearings on the White-Wheeler Bill (S-814), when it reaches the House, as well as its companion measure, the Holmes Bill (HR-1490), now pending befor the Committee:

Democrats

ALFRED L. BULWINKLE, chairman, Gastonia, N. C. Has served in Congress, except from 1929-31, since April 11, 1921. Was elected to present Congress without opposition. In private life he is a lawyer. Born April 21, 1883, he served as a major with the 113th Field Artillery in the AEF from 1917-19.

VIRGIL CHAPMAN, Paris, Ky. Began career as Congressman from sixth Kentucky District Dec. 7, 1925; served until March 3, 1929; was nominated in 1928 but defeated; returned to Congress Dec. 7, 1931, and has served continuously since. Born March 15, 1895. Was graduated from the U. of Kentucky in 1918, admitted to bar in 1917. Field representative of Kentucky Dept. of Agriculture 1915; chief clerk, Kentucky Dept. of Education 1916; city attorney of Irvine, Ky., 1918-20; opened law office in Lexington in 1920. In 1921-22 he organized tobacco growers' cooperative marketing groups. Chairman of executive committee of Democratic National Congressional Campaign Committee.

MARTIN J. KENNEDY, New York City. Elected to Congress in 1930 and has served continuously since. In private life he is an insurance broker. Was chairman of local school board 1918-24; elected State Senator at special election in 1924 and served without interruption until elected to Congress.

THOMAS D'ALESANDRO Jr., Baltimore. Has served in Congress since Nov. 8, 1938. Born Aug. 1, 1903, in Baltimore; educated at St. Leo's Parochial school and Calvert College. In brokerage and insurance business. Elected to Maryland House of Delegates 1926 and re-elected 1930; general deputy collector of internal revenue 1933; elected to Baltimore City Council 1935.

GEORGE S. SADOWSKI, Detroit. Born March 12, 1903, in Detroit. Member of Congress since Dec. 5, 1932. Graduated from U. of Detroit Law College with LL.B degree in 1924; practiced law and dealt in real estate and insurance. Was State Senator 1931-32. Member of Detroit Democratic Club, Michigan and Detroit Bar Assns., two Polish organizations.

RICHARD F. HARLESS, Phoenix, Ariz. Elected to Congress Nov. 3, 1942, to serve in Arizona's newly-created second seat. Graduated with AB degree from U. of Arizona in 1928; taught school two years, then entered U. of Arizona Law College; received *juris doctor* degree in 1933, entered law practice in Phoenix. Appointed assistant city attorney, Phoenix, 1925; assistant attorney general of Arizona, 1936; elected Maricopa county attorney, 1938 and re-elected 1940.

Republicans

CHARLES A. WOLVERTON, Camden, N. J. Has served in Congress since November 1926. Born Camden; graduated from U. of Pennsylvania Law School with LL.B. degree June 13, 1900; admitted to New Jersey bar November 1901. In 1903 revised and compiled ordinances of Camden; assistant city solicitor of Camden 1904-06; assistant prosecutor of Camden county 1906-13; special assistant attorney general of New Jersey 1913-14. Served in New Jersey House of Assembly 1915-18; Speaker of the House of Assembly 1918. Federal Food Administrator 1917-19; alternate delegate-at-large to Republican National Convention, Chicago, 1920; prosecutor of the pleas, Camden county, 1918-23.

PEHR G. HOLMES, Worcester, Mass. Member of Congress since Dec. 7, 1931. Born in Sweden April 9, 1881; brought to U. S. in 1886. Organized Holmes Electrotype Foundry in 1909; director of Guaranty Bank & Trust Co.; trustee of Worcester Mechanics Savings Bank. Member Worcester Common Council 1908-11; member Board of Aldermen 1913-16; president of Board 1915-16; mayor of Worcester 1917-19; member Governor's Council, 7th Massachusetts District, 1925-28; former president, Massachusetts Highway Assn.

BRAZILLA CARROLL REECE, Johnson City, Tenn. Has served in Congress since April 11, 1921. Born Butler, Tenn., Dec. 22, 1889; reared on farm. Member Tennessee bar and president Carter County Bank. Educated in Watauga Academy, Carson and Newman College, New York U. and U. of London. Received LL.D. from Cumberland U. Member American Economic Assn., American Statistical Assn., American Academy of Political Science and American, Tennessee and D. C. Bar Assns. Assistant secretary and instructor, New York U., 1916-17; director, School of Commerce, Accounts & Finance, N. Y. U., and instructor in economics 1919-20. Enlisted May 1917, commissioned lieutenant of Infantry in August 1917; served with 26th Division, AEF, October 1917 - July 1919; commanded 3d Battalion; decorated with DSC, DSM and Purple Heart, Croix de Guerre with palm, cited for bravery by Marshal Petain and Gens. Edwards, Hale and Lewis.

CLARENCE J. BROWN, Blanchester, O. Member of Congress since Jan. 3, 1939. Born Blanchester July 14, 1893; graduated from Washington & Lee U. Law School; honorary degree Wilmington College. President, Brown Publishing Co., owner of several Ohio country newspapers; bought first newspaper in 1917. Lieutenant-governor of Ohio 1919-23; Ohio Secretary of State 1927-33; Republican nominee for Governor of Ohio 1934.

LEONARD W. HALL, Oyster Bay, Nassau County, N. Y. Elected to Congress Nov. 8, 1938 and has served since. Born Oyster Bay Cove, N. Y., Oct. 2, 1900; graduated from Georgetown U. Law School with LL.B. degree 1920; admitted to New York bar 1921; served in New York State Legislature 1927-28 and 1934-38; sheriff of Nassau county 1929-31.

QUENTIN REYNOLDS, who will take over narration Jan. 18 on the CBS *Report to the Nation* series, is the author of *The Curtain Rises*, new book to be published March 6 by Random House, New York.

Montreal Utility Ordered To Set Off Commercials

CALLING the radio commercial program of the Montreal Light, Heat & Power Consolidated on CKAC a "dramatized political broadcast", the Canadian Broadcasting Corp. ruled that the political phase of each program must be separated from the serial dramatization. Ruling was given by Maurice Gourault, CBC supervisor of station relations for Quebec province.

The company recently started the program as a Monday-through-Friday serial on the life of the Jolicoeur family, designed to build goodwill for the company which has been threatened with expropriation by the Quebec provincial government. The dramatization contrasted the company's operations with those of publicly-owned utilities. Under the CBC ruling the political aspects of the company's programs are now broadcast as a five-minute talk before the serial about the Jolicoeur family, with the name of the sponsor preceding and following the talk and the dramatized program.

New Canada Music Fee Draws Station Complaint

CANADIAN broadcasters will appear before the Canadian Copyright Appeal Board at Ottawa Jan. 20, to file objections to tariffs filed by American Performing Rights Society Ltd., subsidiary of American Performing Rights Society Inc., for collection of fees for the catalogue of Southern Music Publishing Co. (Canada) Ltd. Previously fees for this catalogue were collected in Canada through the Canadian Performing Rights Society (Canada's ASCAP), which is no longer prepared to handle these collections.

Canadian broadcasters are paying 8 cents per licensed receiver to CPRS and 1 cent to BMI Canada Ltd. This arrangement was set by the Copyright Appeal Board early in the war for the duration. The entrance of another company to collect fees for its catalogue complicates the rate structure, and Canadian broadcasters can only see that this new fee should come out of the CPRS 8-cent rate, not be an additional fee for broadcasters to pay. Sam Rogers, special counsel for the Canadian Assn. of Broadcasters, and Arthur Evans, CAB secretary, will represent the industry.

Hollister Reports

IN A REPORT on what radio in the United States has done for the war effort since Pearl Harbor, Paul Hollister, CBS vice-president, told the Advertising & Sales Club of Toronto last week that over one network alone—CBS—29,907 programs of war matter, using 5,699 hours, had been broadcast in the first two years of war. Of this total, 13,833 programs were sustaining, Mr. Hollister said, while the remaining 16,074 were bought and paid for by volunteer U. S. advertisers on CBS. These war matter programs on CBS accounted for 41% of the total broadcast time during the period Dec. 7, 1941, through Dec. 7, 1943.

WJW
. . . standard equipment!
When thousands congregate . . . at ringside prices . . . a million will listen . . . free.
WJW *listens* to that million listeners!
Wherever crowds gather and things happen of special interest to the people, the WJW microphones are **standard equipment** on the job — bringing "Cleveland" closer to Clevelanders.
They serve also in bringing Clevelanders closer to WJW. . . .
And should serve finally in bringing the advertiser closer to both of us.
THE CLEVELAND PRESS,
The town's cheering Earl Harper's broadcast of the Charity Fights over WJW the other night. Although we didn't hear him, as we were at the Arena, we understand it was the best sports job turned in over the local kilocycles in a long while. Congratulation's on a big-time sportscast, Earl.
PLAIN DEALER,
BIVINS-MURRAY BOUT—Both Earl Harper of WJW and Lew Henry of WHK were doing nicely with the blow-by-blow description of this fight from the Arena which Bivins won. Harper, I thought, was sharper with his description.
CLEVELAND NEWS
Earl Harper, sportscaster for WJW, newcomer to town, did a swell job in broadcasting the Bivins-Murray bout at the News Christmas boxing show last night. His non-hysterical description was easy to follow and gave the listener a good picture of what was happening in the ring.
BASIC
Blue Network
CLEVELAND, O.
WJW 850
850 KC
5000 Watts
DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

EVERYBODY'S DOING IT

. . . making post-war plans. If you want to lay the ground work for immediate, widespread demand for your product on V-day in a market that is ranked superior in post-war potentialities put your message on the Atlanta station that is doing a superior job of getting superior results right now. That would be WAGA, Atlanta's progressive station.

WAGA
ATLANTA

A FORT INDUSTRY STATION

5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

Affiliate of the Blue Network

Radio Advertisers

METRO-GOLDWYN-MAYER has signed for 52 weeks Tues.-Thurs.-Fri. sponsorship of KSTP St. Paul *Highlights in Headlines*, quarter hour news program conducted by Brooks Henderson. Weyand Furniture Co. has signed for sponsorship during the next year of the Tuesday and Thursday *Morning Newspaper of the Air* on KSTP.

ARROW TANK Co., Buffalo, has named the Ellis Adv. Co. to direct its advertising and public relations for 1944.

ADAM SCHEIDT BREWING Co., Norristown, Pa., has renewed its nightly *Valley Forge Caravan* on KYW Philadelphia, for a year, through Lawrence I. Everling Agency, Philadelphia.

BALDWIN Piano Co. of Denver is sponsoring a new program over KLZ Denver titled *Melody Master*.

CHANDLER & Co., Boston, has appointed the Wendell P. Colton Co. as advertising counsel on radio broadcasting.

CITY OF PARIS, San Francisco department store, is now sponsoring *This Is France* series on KLX Oakland. Series, which includes interviews with famous French leaders in exile and those working in the French underground, starts Jan. 19.

KINSLOW'S MILLING Co., Los Angeles (Wheat Nuts—cereal), in a four-week test campaign on Jan. 10 started using 42 live spot announcements weekly on KWKW Pasadena. Associated Adv. Agency, Los Angeles, has the account.

BOSTON NAVY YARDS and 10 industrial plants in Boston area receive 25 special warcasts daily following expansion of WBZ and *Boston Globe* warcast program, in cooperation with Industrial Incentive Division of the Navy [BROADCASTING, Jan. 3]. Starting expanded service are (l to r): C. S. Young, WBZ general manager; Charles Moore of the *Globe;* Lt. Walter M. Jennings, Naval Inspection Office Incentive officer; Newscaster Nelson Brag of WBZ.

WILLIAM S. BROWN, advertising manager of Canada Dry Ginger Ale, New York, has been elected vice-president to supervise and coordinate the advertising of Canada Dry's operating divisions and their products.

ALBERT BRADLEY, executive vice-president of General Motors, New York, on Jan. 15 took over added responsibilities as chairman of the distribution policy group, formerly handled by R. H. Grant, retiring G-M vice-president.

ALLEN WILSON, former general manager of Republic Studios, has been appointed vice-president in charge of studio operations for Republic Pictures Corp., New York, extensive user of radio. Mr. Wilson takes the place of M. J. Siegel, president of Republic, who has resigned to join MGM.

GREAT NORTHERN WINE Co., eastern distributor of Gallo wines, on Jan. 10 started a campaign of one-minute spot announcements 24 times weekly on WINS and WMCA New York. Agency is White, Lowell & Owen, New York.

MAIER BREWING Co., Los Angeles on Jan. 7 started sponsoring play-by-play broadcasts of the weekly wrestling matches from Hollywood American Legion Stadium, on KMPC Beverly Hills. Contract is for 13 weeks. Philip J. Meany Co., Los Angeles, has the account.

FITZSIMMONS STORES, Los Angeles (chain grocers), on Jan. 10 started for 13 weeks, *Fitzsimmons Frolics* KFXM San Bernardino, Cal., and KHJ Los Angeles, Mon. 4:45-5 p.m. (PWT). Agency: McElroy Adv. Agency, Los Angeles.

SLAVICK JEWELRY Co., Los Angeles (retail), starting its fifth consecutive year, on Jan. 3 renewed for 52 weeks, five-weekly participation on *Art Baker's Notebook* on KFI. Firm recently renewed its thrice-weekly 15 minute program *Human Interest in the News* on KECA, and in addition sponsors a Sunday quarter-hour newscast on that station. Advertising Arts Agency, Los Angeles has the account.

ROGERS DEPARTMENT STORE, New York, has renewed its sponsorship of Kathryn Cravens' *News Through a Woman's Eyes* five times weekly quarter-hour program, for another 52 weeks on WNEW New York. Agency is Callo-McNamara-Schoenich Inc., New York.

JULES ALBERTI has resigned as national director of radio advertising of Twentieth Century Fox Film Corp., to join Constance Bennett Enterprises as managing director. His former duties are handled by Ted Lloyd, head of all radio for Twentieth Century.

BRAGNO & Co., Chicago (wines) has appointed Albert Frank-Guenther-Law, Chicago, to handle its advertising. Radio is contemplated.

NEAL NYLAND, former assistant director of advertising and sales promotion of Plymouth division, Chrysler Corp., and associated with that division since 1935, has been appointed director of advertising and sales promotion of Nash Motors division, Nash-Kelvinator Corp.

ILLINOIS PUBLISHING & PRINTING Co., Chicago (*Chicago Herald-American*), has renewed *Turning the Pages of the World*, half-hour musical recordings and news round-up program, Sundays, on WMAQ Chicago. Contract is for 52 weeks. Order is on a reciprocal basis, NBC's press department using advertising space in *Herald-American* to publicize NBC programs.

HENRY C. LYTTON & SONS, Chicago (The Hub department store), has begun sponsorship of a five minute Associated Press news program Sundays on WMAQ Chicago. Contract is for 13 weeks. Agency is Ivan Hill, Chicago.

CONSTANCE BENNETT Cosmetic Co. Inc., Los Angeles, has appointed The Shaw Co., Los Angeles, as agency.

FOOD MACHINERY Inc., San Jose, Cal. (war equipment) on Jan. 2 sponsored the Navy Chapel Choir from Treasure Island, San Francisco Bay, on KQW San Francisco, Sundays 9-9:30 a.m. Agency is Long Adv. Service, San Francisco and San Jose.

VOICE OF PROPHECY Inc., Washington (religious), to augment its current schedule, will utilize a new weekly transcribed version of *Voice of Prophecy* on 18 stations in Brazil starting in April. Series of 52 half-hour programs in Portuguese is being cut by NBC Radio Recording Division under supervision of Harry Willis, West Coast manager of George C. Hoskin Assoc., Chicago Agency servicing the account.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR OCTOBER & NOVEMBER, 1943

. . . . and maybe you don't think we're proud of it!

MORNING INDEX MON. THRU FRI. 8:00 – 12:00 A.M.	A 12.6	WGRC 29.9	B 32.2	C 24.1
AFTERNOON INDEX MON. THRU FRI. 12:00 – 6:00 P.M.	A 28.0	WGRC 34.9	B 22.9	C 13.0
SUN. THRU SAT. EVENING INDEX 6:00 – 10:00 P.M.	A 43.0	WGRC 12.8	B 33.5	C 9.4

WGRC *Mutual*

LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION = 57% OF ITS BUYING POWER

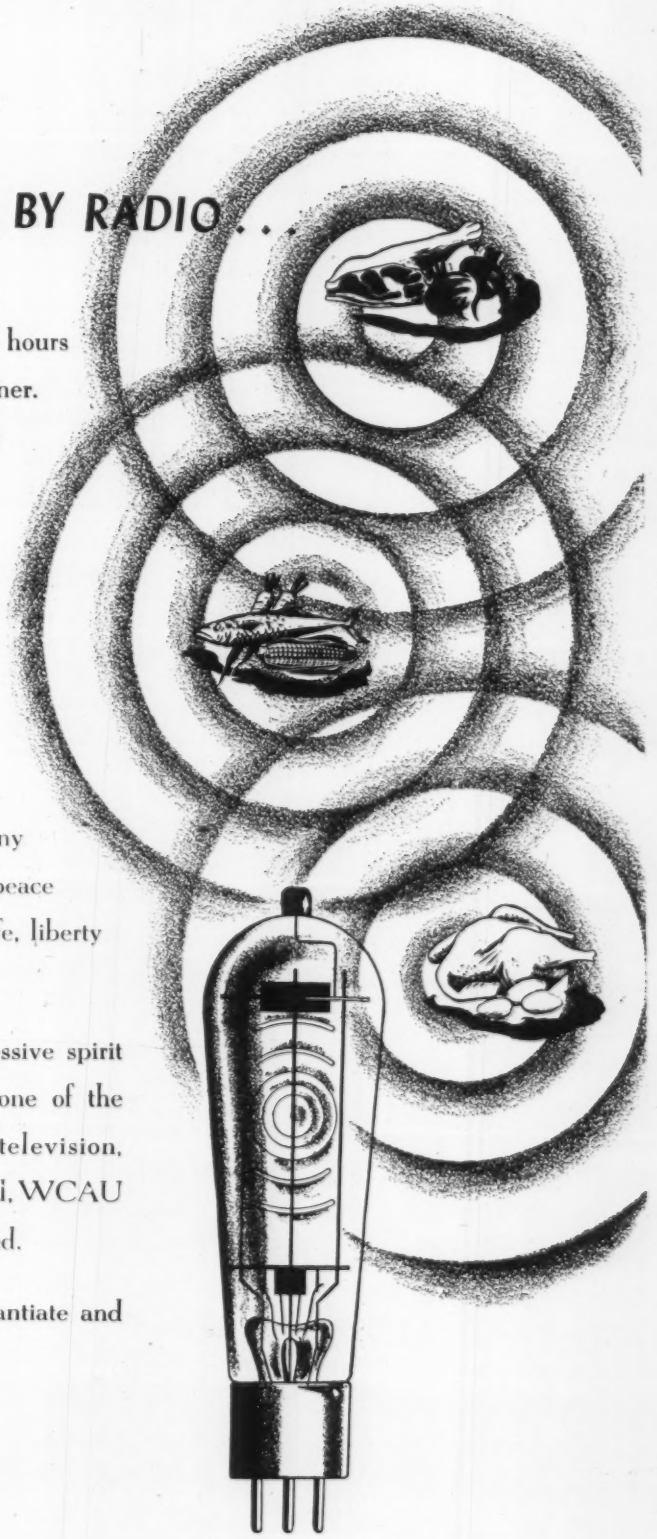
BURN-SMITH · *National Representatives*

THIS IS WROK
ROCKFORD, ILLINOIS

★ Illinois' 2nd Industrial City
★ Metropolitan Rockford population now 127,973 (Ration Book 2 Registration)
★ Plus Camp Grant, the Nation's Largest Army Medical Training Center

WROK AFFILIATED WITH THE **BLUE** NETWORK . . . OWNED BY ROCKFORD CONSOLIDATED NEWSPAPERS, INC. . . . NATIONAL REPRESENTATIVES: HEADLEY-REED CO.

YOUR DINNER COOKED BY RADIO . . .



Mrs. America soon will be able to shop hours longer and still get home in time to "fix" dinner. Present day experiments, using intense heat generated by high frequency or short-wave radio, have radio-cooked some foods in as little as 3 seconds time . . . and all indications point to new and hitherto unsuspected possibilities for cooking with radio power.

Radio will continue to forge ahead in making the world a better place to live in . . . continue to enlarge its field of service in many new, almost unbelievable ways—after the peace is won and the boys come home again to "life, liberty and the pursuit of happiness."

WCAU always has exemplified this progressive spirit of service. Philadelphia's first FM station, one of the first stations in the country licensed for television, 50,000 watts—clear channel—non-directional, WCAU leadership has been consistently unchallenged.

The WCAU record of tomorrow will substantiate and re-affirm its dominance today.

WCAU

PHILADELPHIA

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
ne—news programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KYW Philadelphia

The Studebaker Corp., South Bend, Ind. (Studebaker), 5 *ne* weekly, 26 weeks, thru Roche, Williams & Cunnyngham, Chicago.
Dif Corp., Garwood, N. J. (hand cleaner), 3 *sa* weekly, thru Grey Adv., N. Y. C.
Abbotts Dairies, Philadelphia (ice cream and milk), 5 *sa* weekly, 52 weeks, thru Richard A. Foley, Philadelphia.
Johnson & Johnson, New Brunswick, N. J. (baby powder), 3 *sa* weekly, 13 weeks, thru Young & Rubicam, N. Y.
General Baking Co., New York (Bond Bread), 6 *sa* weekly, 13 weeks, thru Ivey & Ellington, Philadelphia.
Atlantic Syrup Co., Philadelphia (molasses and syrups), 3 *sa* weekly, 13 weeks, thru May Adv., Philalelphia.
Beechnut Packing Co., New York (chewing gum), 2 *sa* weekly, 13 weeks, thru Newell-Emmett, N. Y.
Barr's Jewelers, Philadelphia (jewelers), 3 *sa* weekly, 13 weeks, thru Edward Prager, Baltimore, Md.
Ex-Lax Inc., Brooklyn, N. Y. (laxative), 5 *sa* weekly, 12 weeks, thru Joseph Katz, N. Y.
National Biscuit Co., New York (Premium Crackers), 18 *sa* weekly, 52 weeks, thru McCann-Erickson, N. Y.

WIND Gary-Chicago

Chicago Stadium, Chicago (Sonja Henie), 58 *sa*, thru Schwimmer & Scott, Chicago.
Coronet, Chicago (magazine), 42 *sa*, thru Schwimmer & Scott, Chicago.
Libby, McNeill & Libby, Chicago (institutional), 30 *sa*, thru J. Walter Thompson, Chicago.
Monticello Drug Co., Jacksonville, Fla. (cold remedy), 3 *sa*, direct.
Chicago Sun (newspaper), 3 *sa*, thru Leo Burnett Co., Chicago.
Esquire Magazine, Chicago (gift kits), 12 *sa* weekly, thru Schwimmer & Scott, Chicago.

WHN New York

North American Dye Corp., Mt. Vernon (Barrington Hand Cream), 6 *sp* weekly, 13 weeks, thru Atherton & Currier, N. Y.

KFRC San Francisco

Sir Francis Drake Hotel, San Francisco, 3 *sa* weekly, 13 weeks, thru King-Harrington Adv. Agency, San Francisco.
Kilpatrick Bakery, Oakland, Cal. (bread), 2 *ta* weekly, 13 weeks, thru Emil Reinhardt Adv. Agency, Oakland, Cal.
Bulova Watch Co., New York (watches), 6 *sa* weekly, 52 weeks, thru The Biow Company, N. Y.
Coronet Magazine, Chicago, 6 *ta* weekly, thru Schwimmer & Scott, Chicago.
Colgate-Palmolive-Peet Co., San Francisco (Peet's soap), 4 *ta* weekly, thru Leon Livingston Adv. Agency, San Francisco.
Hale Bros. Stores, San Francisco (dept. store), 4 *sa* weekly, thru McCann-Erickson, San Francisco.
Lever Bros. Co., New York (Vimms and Rinso), 6 *ta* weekly, thru BBDO and Ruthrauff & Ryan, N. Y.

WFIL Philadelphia

Philadelphia Certified Milk Producers Assoc., Philadelphia (milk), *sp* weekly, 13 weeks, thru Clements Adv., Philadelphia.
Pillsbury Flour Mills Co., Chicago (all Pillsbury products), 5 *sa* weekly, 26 weeks, thru McCann-Erickson, N. Y.
Keystone Macaroni Co., Philadelphia (macaroni products), 2 *sa* weekly, 52 weeks, thru James G. Lamb, Philadelphia.
R. B. Semler, New Canaan, Conn. (Kreml Shampoo), 2 *ta* weekly, 26 weeks, thru Erwin, Wasey & Co., N. Y.
Scholl Mfg. Co., Chicago (Dr. Scholl's Foot Comfort Shoes and orthopedic supplies), 3 *sa* weekly, 13 weeks.
Public Finance Service, Philadelphia (finance service), 5 *sp* weekly, 13 weeks, thru Hopson Adv., Philadelphia.
Seven-Up Co., Philadelphia (soft drinks), *sp* weekly, 13 weeks, thru Hamblett Adv., Catonsville, Md.
Yager Liniment Co., Baltimore (Yager's Liniment), 6 *sa* weekly, thru Harvey-Massengale, Durham, N. C.

WMAQ Chicago

Ward Baking Co., Chicago (bakery products), 3 *sp* weekly, 52 weeks, thru J. Walter Thompson Co., Chicago.
Sears Roebuck & Co., Chicago, 2 *sa* daily, thru Roche, Williams & Cunnyngham, Chicago.
Balaban & Katz Corp., Chicago (motion picture), 2 *sa*, thru M. M. Fisher Associates, Chicago.
Pillsbury Flour Mills Co., Minneapolis (Golden Bake Mix), 4 *sa* weekly, 26 weeks, thru McCann-Erickson, Chicago.
Lever Bros. Co., Cambridge, Mass. (Rinso), 2 *sa*, thru Ruthrauff & Ryan, N. Y.
Schutter Candy Co., Chicago (Old Nick and Bit-O-Honey candy), 7 *sa* weekly, 13 weeks, thru Schwimmer & Scott, Chicago.

WOV New York

Southern Cotton Oil Co., New York (Tavol), *sp*, 78 times, thru Tracy-Locke-Dawson, N. Y.
MacFadden Publications, New York (*True Story Magazine*), 13 *t*, thru Raymond Spector Co., N. Y.
Paramount Macaroni Co., Brooklyn, 312 *sp*, thru J. Franklin Viola, N. Y.
D'Arrigo Bros., Boston (Andy Boy vegetables), 156 *sa*, thru Chambers & Wiswell, Boston.
Etna Food Products, New York, 78 *sp*, direct.
Filippone Co., Passaic, N. J. (La Perla Products), 642 *sp*, thru Filco Adv., Passaic, N. J.
Buitoni Products Inc., New York (spaghetti), 1144 *sp*, thru Vinti Adv., N. Y.
R. Lomonte & Co., New York (Lomonte surgical appliances), 312 *sp*, direct.
Pastene & Co., New York (coffee), 2224 *ta*, 624 *sp*, thru Ausonia Adv., N. Y.
Balbo Oil Co., Brooklyn (edible oil), 312 *sp*, thru Commercial Radio, N. Y.
Gem Packing Co., Brooklyn (food products), 312 *sp*, thru Commercial Radio, N. Y.
Consolidated Chemical Corp., Chicago (Krank's Shave Cream), 78 *sp*, thru Arthur Meyerhoff & Co., Chicago.

WAGA Atlanta

Wilson & Co., Chicago (meat packers), 6 *sp* weekly, 52 weeks, thru United States Adv., Chicago.
Chattanooga Medicine Co., Chattanooga (Black Draught laxative), 5 *sa* weekly, 39 weeks, thru Nelson Chesman Agency, Chattanooga.
Miles Labs., Elkhart, Ind. (Dr. Miles Nervine), 5 *sa* weekly, 13 weeks, thru Wade Adv., Chicago.
Burrus Milling Co., Fort Worth (Lightcrust Flour), 6 *sp* weekly, 52 weeks, thru Rowland Broiles Co., Fort Worth.
Georgia Power Co., Atlanta (transportation), *sp* weekly, 52 weeks, direct.

KECA Los Angeles

Joseph Tetley & Co., New York (Tetley soup), 12 *ta* weekly, 13 weeks, thru Duane Jones Co., N. Y.
Dr. Kahlor Shoe Shops, Los Angeles (chain), weekly *sp*, 13 weeks, thru Clarence B. Juneau Agency, Los Angeles.
National Schools, Los Angeles (instruction), 5 *ne* weekly, thru Adolphe Wenland Adv., Los Angeles.

CFRB Toronto

Nyal Co., Windsor, Ont. (drug products), *sp* weekly thru A. J. Denne & Co., Toronto
Page-Griffith Laboratories, Toronto (vitamin products), 2 *sp* weekly, thru Dickson & Ford, Toronto.
Kerr Bros., Hamilton, Ont. (candy), 3 *t* weekly, thru Ellis Adv. Co., Toronto.

WLIB Brooklyn

Block Drug Co., Jersey City (Gold Medal Capsules), *ta*, 52 weeks, thru J. Walter Thompson Co., N. Y.
Borden Co., New York (Borden's Milk), 7 *sp* weekly, 13 weeks, thru Young & Rubicam, N. Y.
Bulova Watch Co., New York, 70 *ta* weekly, 52 weeks, thru Biow Co., N. Y.
Ex-Lax Inc., Brooklyn, *ne*, 13 weeks, thru Joseph Katz Co., Baltimore.
Lane Bryant, Brooklyn (women's store), *sp*, 52 weeks, direct.
Harmon Watch Co., New York, 7 *ne*, *sp* weekly, thru Moss Associates, N. Y.
Monticello Drug Co., Jacksonville, Fla. ("666" proprietary), 11 weeks, direct.
McIlhenny Co., Avery Island, La. (Tobasco Sauce), *sa*, 52 weeks, thru Huber Hoge & Sons N. Y.
Dime Savings Bank of Brooklyn, *sa*, 52 weeks, thru Austin Adv., N. Y.
Hennafoam Corp., New York (Hennafoam Shampoo), *sa*, thru Arthur Rosenberg Co., N. Y.
Barney's, New York (men's clothes), *sp*, 52 weeks, thru Emil Mogul Co., N. Y.
Alkine Co., New Brunswick, N. J. (Flem-O-Lyn), *sa*, 39 weeks, thru Jackson Adv., New Brunswick.

WQXR New York

New School for Social Research, New York (courses), *sa*, thru Green-Brodie Inc., N. Y.
W. H. Hall Inc., New York (furrier), 5 *sa* weekly, 52 weeks, thru Lester Harrison Associates, N. Y.
Pepsi-Cola Co., Long Island City, *sa*, 52 weeks, thru Newell-Emmett Co., N. Y.
J. B. Williams Co., Glastonbury, Conn. (Glider Brushless Shave), 5 *ne* weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
J. F. Trommer Inc., Brooklyn, (beer), *ta*, 13 weeks, thru Federal Adv., N. Y.
Parfums Weil Paris, New York, 7 *ne* weekly, 52 weeks, thru Kelly, Nason Inc., N. Y.

KQW San Francisco

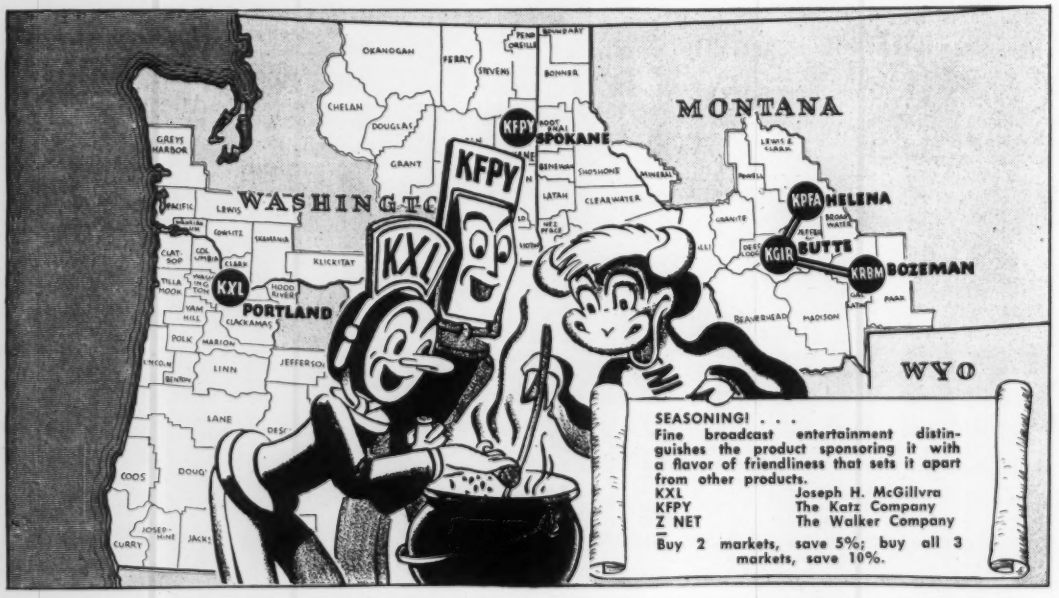
Consolidated Royal Chemical Co., Chicago (Kranks Shave Cream), 3 *ta* weekly, 26 weeks, thru Arthur Meyerhoff & Co., Chicago.
Vick Chemical Co., New York (Vaporub), 3 *sa* weekly, thru Morse International, N. Y.
Fox Shoppe, San Mateo, Cal. (restaurant), *sa* weekly, 52 weeks, thru Walker Adv. Agency, San Francisco.
Pillsbury Flour Mills, Chicago (bake mix), 15 *ta* weekly, 26 weeks, thru McCann-Erickson, Minneapolis.
Calif. Turkey Growers' Association, San Francisco (turkeys), 5 *sa* weekly, thru Walker Adv. Agency, San Francisco.

WOR New York

Walker's Austex Chili Co., Austen, Tex. (Mexene Chili Powder), *sa*, 52 weeks, thru Crook Adv., Dallas.
Best Foods, New York (Force, Presto), *sa*, 13 weeks, thru Arthur Kudner Inc., N. Y.
Megowen Educator Food Co., Boston (Educator Crax), 3 *sp* weekly, 52 weeks, thru Duane Jones Co., N. Y.
Maggi Co., New York (Bouillon Cubes), *sa*, 13 weeks, thru Needham & Grohmann, N. Y.
Kellogg Co., Battle Creek, Mich. (All-Bran), 5 *sp* weekly, 52 weeks, thru Kenyon & Eckhardt, Chicago.

KHJ Hollywood

Monticello Drug Co., Jacksonville, Fla. ("666"), 3 *sa* weekly, direct.
Thrifty Drug Co., Los Angeles (Southern California chain), 14 *ta* weekly, 52 weeks, thru Hillman-Shane-Breyer, Los Angeles.



Video Prospects

ANY CHANGE from television's present channels to higher frequency bands would delay the commercial development of the medium to a serious extent, Paul Raibourn, president of Television Productions Inc. and Paramount Pictures executive in charge of television activities, stated recently. He cited the New York television reception survey recently made by Allen B. DuMont Labs., to the effect that multipath signals, which he called the industry's "number one reception problem", become rapidly worse as the frequencies become higher.

As simple as dialing...

SPOT BROADCASTING CONNECTS YOU WITH CUSTOMERS

Wherever and Whenever You Want!

• Have you noticed how many advertisers... large and small... are turning to Spot Broadcasting? It's the fastest-growing form of radio advertising today, and here's the reason: Spot Broadcasting works with all the selling power of radio... yet it's completely flexible—*sales-manageable* to meet today's rapidly changing conditions!

In Spot Broadcasting, the *advertiser* picks the markets he wants. He picks the stations, securing the best in each market regardless of network affiliation. And the advertiser has free choice of programs and announcement times with ready-made audiences... to give his advertising maximum effectiveness everywhere at minimum cost.

Bring your current advertising problems to your John Blair man. Chances are his market facts, his merchandising experience, his knowledge of radio and fine radio stations will contribute greatly to their solution.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Chicago
New York
St. Louis
Los Angeles
San Francisco

EXCLUSIVELY REPRESENTING LEADING RADIO STATIONS THROUGHOUT THE UNITED STATES

Radio Agriculture Heads Plan Better Cooperation

COMPACT and nationwide program to extend the services of agricultural radio editors is being planned by special committees named at the recent session of the National Society of Agricultural Radio Directors held in Chicago. The group discussed methods to better farm information service for all people—from station owners to listeners.

The meeting was a result of the informal discussions held last year in Columbus, when the initial step was taken toward more unity of thinking among farm radio directors. The organization committee, named at that time, included: Larry Haeg WCCO Minneapolis; Sam Schneider, KVOO Tulsa; John Merrifield, WHAS Louisville;; Charles Stookey, KMOX St. Louis; Harry Aspleaf, KSTP St. Paul; William Drips, NBC Chicago.

Ad Symposium

A SYMPOSIUM on advertising will be conducted by the School of Commerce, Accounts and Finance of NYU, starting Feb. 3 and continuing for 15 weeks, every Thursday evening at the Faculty Club, 22 Washington Square North. Course is designed for business executives whose work touches on marketing, and for others wishing a "refresher" survey of the field. Various faculty members of the school will conduct the sessions.

OWI PACKET, WEEK FEB. 7

Check the list below to find the war message announcements you will broadcast during the week beginning Feb. 7. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Fourth War Loan	X	X	X	X	X	--	--
Paper Salvage	--	--	X	--	X	--	--
Women Marines	X	--	--	X	X	--	--
Conserve Critical Resources (fuel)		X	X	--	--	--	--
File Tax Returns Early	X	--	--	--	--	--	--
Home Front Pledge	--	--	--	--	--	X	X

See OWI Schedule of War Messages 94 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

War Loan, Paper Salvage, Conservation, And Girl Marines on OWI Air Packet

FOUR SUBJECTS carrying station announcements available for sponsorship are assigned on the OWI Radio Bureau allocation schedule for the week beginning Feb. 7. In addition to the Fourth War Loan, which again leads the parade of war messages, transcriptions will be broadcast on Paper Salvage, Women Marines and Conservation of Critical Resources.

The week's program winds up the intensive four-week drive to raise $14 billion through War Bond sales. As described in the Jan. 10 issue of BROADCASTING, several types of sponsorable messages have been prepared for the Fourth Loan, including special quarter-hour and five-minute transcriptions and live announcements, in addition to the one-minute transcribed announcements. Any of this material may be obtained from the Radio Section, War Finance Division, Treasury Dept., Washington 25, D. C.

Sponsorable Messages

Because of the emphasis given in the final week of the War Bond campaign through the OWI Network, Special Assignments, and Special Events Allocation plans, the sponsorable messages are expected to prove especially attractive to any radio advertiser. A further incentive for sponsorship during this week is the Schools-at-War Treasure Hunt five-day campaign of 30 million school children beginning Feb. 10. Advertisers serving children's needs are regarded as likely sponsors to tie in with this phase of War Bond promotion.

An acute shortage of waste paper in paper mills prompts the need for continuing the Paper Salvage campaign for a second straight week. Sponsorable announcements, urging the cooperation of listeners in adopting measures to alleviate a critical paper situation, have again been assigned to the independent stations in the KW and OI groups.

Women Marines recruiting messages are also being continued for a second week on the Station Announcement plan, with the OI group of stations being assigned the announcements. The campaign is continued under the Network Allocation plan.

The one new subject for the week for which sponsorable announcements are broadcast is Conserve Critical Resources. These announcements, for use only in fuel conserving areas, urge practice of simple heat-saving rules to conserve critically short supplies and to maintain health during the winter months. Suitable sponsors for the series may be found among coal and oil dealers, gas utilities, heating supply dealers and contractors, and department and other retail stores which sell blankets, winter garments, etc.

Rounding up the war messages on the radio front during the week are the Home Front Pledge, on the National Spot plan, and File Tax Returns Early, on the Network Allocation plan. A seventh campaign, not included in the packet, is Fight Waste which is scheduled for messages under the OWI Special Assignment plan.

2d CBC Net Sponsors

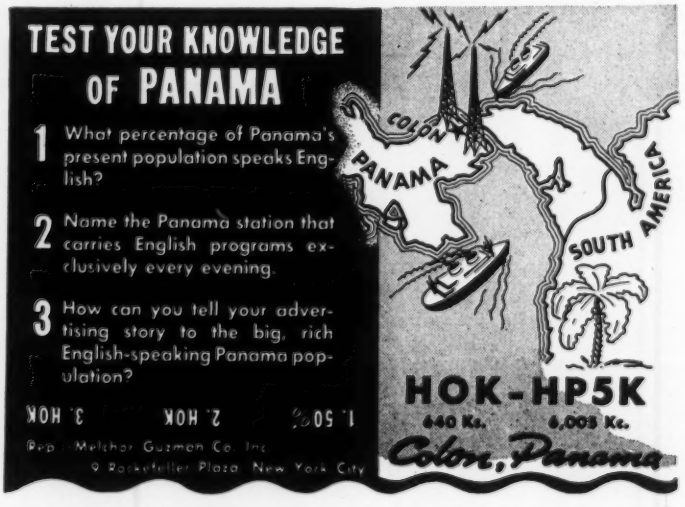
CANADA'S second network, composed of 23 privately-owned stations and one Canadian Broadcasting Corp. station, is now in full operation for a limited evening period daily and is carrying a growing number of commercial accounts. By autumn it is expected that the full three hours of evening time, 8-11 o'clock, will be in operation. Commercial programs now on the Dominion network include Philco's *Hall of Fame* (Sun. 6-7 p.m.); Gillette's *Fights;* McColl-Frontenac's *Texaco's Star Theatre with Fred Allen* (Sun. 9:30-10 p.m.); Pepsodent's *Bob Hope* (Tues. 10-10:30 p.m.); Quaker Oats *That Brewster Boy* (Fri. 9:30-10 p.m.); Auto-Lite's *Everything for the Boys* (Tues. 7:30-8 p.m.); and Lipton's *Town and Country* (Tues. 8-8:30 p.m.).

YOU CAN'T COVER WISCONSIN
from OUTSIDE WISCONSIN!
WISCONSIN NETWORK
IT CAN ONLY BE DONE IN WISCONSIN with WISCONSIN NETWORK

It's Wisconsin's greatest selling force—that will work for you all the time! It's the local impact that will outsell any long distance effort! The Wisconsin Network of eight stations gives you access to the home town markets where home town acceptance is the greatest sales influence. It can't be done with any metropolitan or any other regional or national network. Coverage is missing until you are on the inside—Wisconsin listeners want stations they can hear all the time, not just when the weather is right—and stations programmed for Wisconsin. This coverage can be bought as a package at an exceptionally attractive low rate.

WHBY *Appleton*
KFIZ *Fond du Lac*
WCLO *Janesville*
WIBU *Poynette-Madison*
WRJN *Racine*
WHBL *Sheboygan*
WSAU *Wausau*
WFHR *Wisconsin Rapids*

WISCONSIN NETWORK, Inc.
MAIN OFFICE—WISCONSIN RAPIDS, WISCONSIN


TEST YOUR KNOWLEDGE OF PANAMA
1 What percentage of Panama's present population speaks English?
2 Name the Panama station that carries English programs exclusively every evening.
3 How can you tell your advertising story to the big, rich English-speaking Panama population?
1. 50%
2. HOK
3. HOK
Rep. Melchor Guzmon Co. Inc.
9 Rockefeller Plaza New York City
COLON
PANAMA
SOUTH AMERICA
HOK-HP5K
640 Kc. 6,000 Kc.
Colon, Panama

THE GIANT OF MILITARY RADIO

The Army's SCR-299 Communications Unit!

As beachheads and command posts are established, the SCR-299 built by Hallicrafters speeds ashore and immediately starts operation in voice and code, while stationary or speeding through woods and along rough roads under enemy fire.

Today these Giants of Military Radio are repeating this tough job, with the Allied Nations, on all the battlefronts of the world. Whether directing the fire of battle wagons lying offshore or the concentration of Allied land forces' fire on a strategic hill, the SCR-299 "gets the information through!"

HALLICRAFTERS HAS THE HONOR OF BEING THE 1ST EXCLUSIVE RADIO MANUFACTURER TO RECEIVE THE ARMY-NAVY PRODUCTION AWARD FOR THE 3RD TIME! THE WORLD'S LARGEST EXCLUSIVE MANUFACTURER OF SHORT WAVE RADIO COMMUNICATIONS EQUIPMENT

BUY MORE BONDS!

hallicrafters

GOP Challenges Jett

(*Continued from page 11*)

the Commission—George P. Adair, assistant chief in charge of broadcasting; George Sterling, assistant chief in charge of the Radio Intelligence Division, and Philip F. Siling, chief of the international section.

Assistant chief engineers on leave in the Government service, in addition to Capt. Webster, are Comdr. Andrew W. Cruse, (telephone) and Lt. Comdr. Gerald C. Gross, originally broadcasting but afterward assigned to common carrier activities.

The importance of post-war radio and communications developments, and the concommitant allocations and regulatory problems that will be raised, were believed instrumental in bringing about the selection of Mr. Jett. He has attended numerous international conferences on radio and telecommunications as delegate or technical advisor, and is active in Government allocations and planning.

Craven Sent for Jett

Ewell Kirk Jett was named chief engineer of the FCC Dec. 22, 1937, and took office Jan. 1, 1938. He had been acting chief engineer since the preceding August, when Comdr. Craven was sworn in as a Commissioner. It was upon Mr. Craven's recommendation that the FCC made that appointment. In the Navy Lt. Jett had served several tours under Comdr. Craven.

In 1929, when the Radio Commission needed technical help, Comdr. Craven first was "loaned" to the Commission, but he soon had Lt. Jett with him. Subsequently, when the latter retired from the Navy for physical reasons, he was appointed senior engineer in charge of the Commission's work in other than broadcasting. He has been with the radio regulatory authority since.

In 1931 he was appointed assistant chief engineer of the Radio Commission in charge of nonbroadcast activities and carried over in that assignment when the FCC was created in 1934. Even-tempered and soft-spoken, he is credited with being an able administrator. One of his most ardent supporters always has been Sen. White, with whom he had served on several international radio delegations.

Mr. Jett's communications experience goes back more than 30 years to 1911 when, as a youngster of 18, he enlisted in the Navy and immediately began training as a telegraph and radio operator. He served conspicuously in both the Vera Cruz campaign and World War I and has been cited several times. He retired in 1929 after physical disability in line of duty, completing 18 years which carried him through enlisted ranks to a commission. But there wasn't a break in his Government service, for he promptly was appointed to the Radio Commission's engineering staff.

He was born in Baltimore March 20, 1893. He had the distinction of having served as radio officer aboard both the first and last convoy ships of World War I. He was radio officer aboard the *Seattle* which made the first convoy trip to France with troops in 1917. A year later, he was on the *Georgia*, which was halfway across the Atlantic when the Armistice was signed.

Mrs. Jett is the former L. Viola Ward. They have two married daughters, whose husbands are in the armed forces. The Jetts reside in Chevy Chase, Md., a suburb of Washington. Mr. Jett is a Mason and attends the Methodist Church.

FOR THE 14TH consecutive year WLS Chicago has received more than a million pieces of mail from its listeners. Tabulating the 1943 total (l to r), are: Ted Morse, WLS *Barn Dance* actor; Chick Freeman, sales manager of WLS; Harry Templeton, director of war programs; and Mildred Zalac.

Joins J-W-T

BEULAH STRAWWAY, former merchandising manager of WLW Cincinnati, has joined the radio publicity and promotion staff of J. Walter Thompson Co., New York, to specialize in station promotion. On Jan. 17 she will leave New York for a tour of 20 cities, where she will contact station managers and promotion men on the new Frank Sinatra show, sponsored on CBS by Lever Bros. Co. for Vimms. Miss Strawway will make guest appearances on women's programs.

Zenith Profit

ZENITH RADIO Corp., Chicago, reports an estimated consolidated operating profit for the first six months ended Oct. 31, 1943, of its current fiscal year, amounting to $3,372,908 after depreciation, excise taxes and reserves, including reserves for voluntary price reduction on war contracts and renegotiation, but before provision for Federal income and excess profits taxes. Federal income and excess profits taxes on this profit are estimated at $2,072,787.

HORSE SENSE: *Strong common sense of a very practical nature. — Webster*

Because the great majority of our six-state audience lives on farms or in small agricultural communities, they are intensely *practical*. In spite of having the largest spendable income in many years, they're still careful buyers.

They like "reason-why" copy because it permits them to check values and make their own decisions. They quickly buy your product if those reasons make "horse sense" to them.

Because of WIBW's practical programs, friendly personalities and helpful services, it's equally good horse sense to choose it as the most effective selling force in this huge, rich market.

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA'S OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

THE SEARCH THAT NEVER ENDS

In the industrial life of America, research has been of constantly increasing importance. And today it is a national resource, for the research of industrial and college laboratories is proving its value in War.

To the Bell System, research is an old idea, for the telephone itself was born in a laboratory. Behind its invention, sixty-nine years ago, were researches in electricity and acoustics and in speech and hearing.

And, ever since, there has been a laboratory where scientists have searched to know more about these subjects; and with their associated engineers have applied the new knowledge, fitting it with all the old, to make the telephone better and better.

Their fields of inquiry have broadened and deepened through these years; they inquire into all the sciences and engineering arts which have any promise of improving the telephone. Much has been learned but still more will be, because their search goes on. That is why the telephone laboratory grew to be Bell Telephone Laboratories, Incorporated, the largest industrial laboratory in the world. And it exists to improve telephone service.

Improvements in industry can be left to chance in the hope that some one, sometime, will think of something useful; that some good invention will turn up.

The other way to make improvements is to organize so that new knowledge shall always be coming from researches in the fundamental sciences and engineering arts on which the business is based. From that steady stream will arise inventions and new methods, new materials and improved products.

This is the way of Bell Laboratories. Its search will never end. And as fast as it can the Laboratories will apply its new knowledge practically to the design of equipment and communication systems.

At present—and this started before Pearl Harbor—its trained scientists and engineers and all their skilled associates are concentrating on products of importance to our armed forces. But when this work is happily over they will be ready to continue their developments for the needs of peace.

BELL TELEPHONE SYSTEM

"Research is an effort of the mind to comprehend relationships no one has previously known; and it is practical as well as theoretical." . . . . . BELL TELEPHONE LABORATORIES

ADVANCE FM REGISTRATIONS

ADVANCE registrations for the Jan. 26-27 convention of Frequency Modulation Broadcasters Inc., at the Hotel Commodore, New York, had been received up to Jan. 13 as follows:

American Broadcasting Co., Washington, Henry H. Lyon.

American Television Society, New York, Norman D. Waters.

E. Anthony & Sons,Inc., New Bedford, Mass., Hugh R. Norman.

Asheville Citizen-Times Co., Asheville, N. C., Cecil B. Hoskins.

Associated Broadcasters, Inc., Indianapolis, M. J. McKee.

Berks Broadcasting Co. (WEEU) Reading, Pa., Clifford M. Chafey.

Broadcasting Magazine Washington, Sol Taishoff, Maury H. Long.

Franklin Bruck Adv. Corp., New York, Miss Rae B. Elbroch.

Canadian Broadcasting Corp., Montreal, Que., G. W. Olive.

Capital Broadcasting Co., Inc., Montgomery, Ala., G. W. Covington, Jr.

Carter Publications, Inc., Fort Worth, Tex., Harold Hough, A. M. Herman.

C. C. Chapelle Company, Chicago, C. C. Chapelle.

Chicago Public Schools Radio Council (WBEZ), Chicago, George Jennings.

Commodore Broadcasting Inc., Decatur, Ill., Edward Lindsay.

Congress Square Hotel Co. (WCSH), Portland, Me., William H. Rines, George F. Kelley, Jr.

DeWald Radio Mfg. Corp., New York, Mark Glaser.

Evansville-On-The-Air, Inc., Evansville, Ind., Clarence Leich.

FM Radio-Electronics, New York, M. B. Sleeper.

Freed Radio Corporation, New York, Max Adelberg, Arthur Freed, Murry Weinstein.

Gazette Printing Company (WCLO), Janesville, Wis., Sidney H. Bliss.

General Radio Co., Cambridge, Mass., Martin A. Gilman.

Graybar Electric Co., New York, C. S. Powell, J. B. McKey, J. W. LaMarque; Washington, L. H. Whitten.

The Greenville News-Piedmont Co. (WFBC), Greenville, S. C., B. T. Whitmire.

The Hallicrafters Co., New York, Robert Finlay, Oscar Roye.

Hampton Roads Broad. Corp. (WGH), Norfolk, Edward E. Bishop.

Harbenito Broadcasting Company, Inc., Harlingen, Tex., McHenry Tichenor.

Headley-Reed Co., New York, Frank P. Headley.

Hearst Radio, Inc., New York, E. M. Stoer.

Josh Higgins Broadcasting Co. (KXEL), Waterloo, Iowa. Joe DuMond, Don Kassner.

James F. Hopkins, Inc., Detroit, Mich., James F. Hopkins, Arthur H. Croghan.

Houston Printing Corp. (KPRC) Houston, Tex., Kern Tips.

Indiana Broadcasting Co., Indianapolis, Harry E. Adams.

Interstate Broadcasting Co., Inc., New York, John V. L. Hogan, Elliott M. Sanger.

Iowa Broadcasting Co., Des Moines, Craig Lawrence.

E. F. Johnson Co., Waseca, Minn., L. W. Olander.

The Journal Company (WMFM), Milwaukee, Walter J. Damm, L. W. Herzog, Phillip B. Laeser.

Kanawha Valley Broadcasting Co., Charleston, W. Va., Worth Kramer, R. M. Venable, E. R. Custer.

The Katz Agency, Inc. New York, George W. Brett, Stephen R. Rintoul, Martin F. Beck, D. H. Denenholz.

KFEQ St. Joseph, Mo., Barton Pitts.

(KFJZ and TSN), Tarrant Broadcasting Co., Ft. Worth, Tex., Truett Kimzey.

KFRE Fresno, Cal., Paul R. Bartlett.

KFVS Cape Girardeau, Mo., Oscar C. Hirsch.

Macon Telegraph Pub. Co., Macon, Ga., Carmage Walls, Peyton Anderson Jr.

McClatchy Broadcasting Co., Sacramento, Cal., Eleanor McClatchy, Norman Webster.

McNary and Wrathall, Washington, Grant R. Wrathall.

University of Michigan, Ann Arbor, Mich., Waldo Abbot.

RADIO's DRAMATIC qualities were demonstrated last week when Cameron W. White (l) manager of E. R. Squibb's Atlanta office heard WAGA's John Harrington (r) broadcast the story of two-year-old Gary Jackson's suffering from meningitis and his urgent need of a rare serum. White wired his New York office, which airmailed the serum in time. The Atlanta *Constitution* carried the story, which was read by another Squibb representative.

Minneapolis Star Journal & Tribune Co., Minneapolis, Stanley Hawks, Harold E. Perkins.

Mississippi Valley Broad. Co., Inc., East St. Louis, Ill., Carlin S. French.

North Jersey Broadcasting Co., Paterson, N. J., Earl F. Lucas.

New Nonpareil Co., Council Bluffs, Iowa, Robert R. O'Brien, Mrs. Robert T. O'Brien.

Newspaper Printing Corp., Tulsa, Okla., R. L. Jones, Rex A. Justus.

City of N. Y. Municipal Broadcast System, New York, M. S. Novik.

Northern Broadcasting Co., Inc. (WSAU) Wausau, Wis., Ben F. Hovel.

Northside Broadcasting Corp. (WGRC) Louisville, Perry W. Esten, Chas. Lee Harris.

Northwestern Auto Supply Co. (KGHL), Billings, Mont., Jeff Kiichli.

Thomas Patrick, Inc. (KWK), St. Louis, Mo., N. J. Zehr.

Peoria Broadcasting Company, Peoria, Ill., Theodore A. Giles.

Philadelphia Daily News, Philadelphia, Morton G. Brandes.

Philharmonic Radio Corp., New York, Avery R. Fisher, Victor Brociner.

Piedmont Publishing Co. (WSJS-WMIT) Winston-Salem, N. C., Harold Essex.

Pilot Radio Corp., Long Island City, Ernest L. Hall.

Pinellas Broadcasting Co., St. Petersburg, Fla., Nelson P. Poynter.

Presque Isle Broadcasting Co., Erie, Pa., Charles E. Denny.

Press Publishing Co. (WHBL), Sheboygan, Wis., A. Matt Werner, H. H. Born.

Zenith Radio Corporation, Chicago, Ill., G. E. Gustafson.

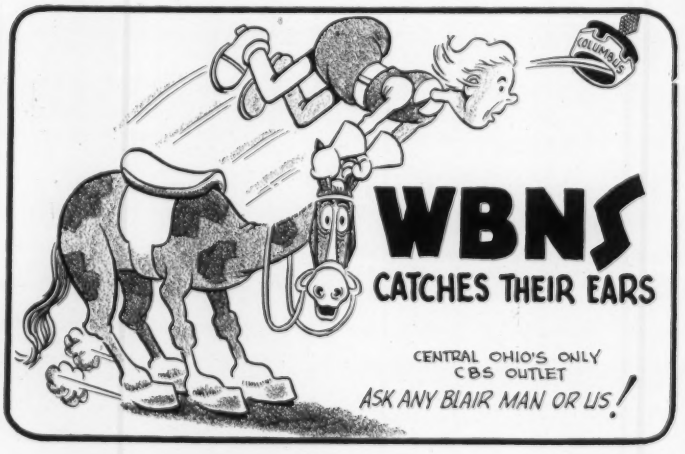
Racine Broadcasting Corp., Racine, Wis., Harry R. LePoidevin.

Radio Corporation of America, RCA Victor Division, C. M. Lewis, Camden Office;

Fulton Lewis, Jr.'s
DECEMBER HOOPER RATING IS HIGHEST YET!

Hitch your advertising message to Mutual's ace news reporter . . . and really start moving with Lewis. The man who scoops the world is now sponsored on more stations by more satisfied sponsors than any other reporter or commentator. Sell him at your one time quarter hour rate per week. Call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM



Ben Adler, New York Office; J. Keachle, Chicago Office.
Radio Engineering Labs., Inc.,Long Island City, Charles M. Srebroff, Frank A. Gunther, Joseph Behr.
Rockford Broadcasters, Inc., Rockford, Ill., Walter Koessler.
Rock Island Broad. Co. (WHBF), Rock Island, Ill., Robert J. Sinnett.
Savannah Broadcasting Co., Savannah, W. T. Knight, Jr., Claude M. Gray.
The Sedgwick Publishing Co., (Times-Leader), Martins Ferry, O., A. V. Dix, G. C. Dix.
Sentinel Broadcasting Corp. (WAGE, Inc.), Syracuse, N. Y., William T. Lane, Charles Brannen.
Small, Brewer & Kent, Inc., New York, D. W. Howe.
Spartanburg Advertising Co., Spartanburg, S. C., Walter J. Brown.
Standard Life Broadcasting Co., Jackson, Miss., L. M. Sepaugh.
The State Co., Columbia, S. C., S. L. Latimer, Jr.
Stewart-Warner Corp., Chicago, J. O. Mesa.
Stromberg-Carlson Co., Rochester, N. Y., Dr. Ray H. Manson, Lee McCanne, William Fay, Kenneth Gardner.
Susquehanna Broadcasting Co., York, Pa., Louis Vyner.
W. Beall Taylor, Signal Mountain, Tenn., W. Beall Taylor.
Times Herald Co., Port Huron, Mich., W. W. Ottaway.
Times-World Corp. (WDBJ), Roanoke, Va., Ray P. Jordan, Junius P. Fishburn.
The Troy Record Company, Troy, N. Y., D. B. Plum.
Union-Sun & Journal, Lockport, N. Y., E. S. Corson.
Banks of Wabash, Inc. (WBOW), Terre Haute, Ind., Geo. M. Jackson.
Warner Bros. Broadcasting Corp., Hollywood, Cal., Harry Maizlish, Calvert Applegate.
WBEN Buffalo, Ralph J. Kingsley.
WBRE Wilkes-Barre, Pa., A. C. Baltimore.
WCOL Columbus, O., Kenneth B. Johnston, J. E. Lowe.
Western Electric Co., New York, L. F. Bockhoven, H. F. Scarr, S. Vanderbilt, W. E. Jonker, H. N. Willets.
Westinghouse Radio Stations, Inc., Philadelphia, Lee B. Wailes, D. A. Myer.
WDOD Chattanooga, Tenn., Earl W. Winger.
WDRC Hartford, Franklin M. Doolittle, Wm. E. Malo, Walter B. Haase, Italo A. Martino, Carlton Brown.
The WFMJ Broadcasting Company, Youngstown, O., Frank A. Dieringer.
WGAL Lancaster, Pa., Clair R. McCollough, J. E. Mathiot, J. Hale Steinman, John F. Steinman.
WGAR Cleveland, John F. Patt, Robert Fox, Lloyd Wingard.
WGST Georgia Tech Station, Atlanta, John Fulton, Ben Akerman.
WHEC Inc., Rochester, Bernard C. O'Brien.
WIBX Utica, John T. Dowdell.
Wichita Broadcasters (KWFT), Wichita Falls, Tex., Joe B. Garrigan.
Wilcox-Gay Corp., Charlotte, Mich., Chester M. Wilcox.
WISE Asheville, N. C., Harold H. Thoms.
Wisconsin Network, Wm. F. Huffman.
WKBN Broadcasting Corp., Youngstown, O., W. P. Williamson, Jr.
WKOK Sunbury, Pa., B. A. Beck, Melvin Lohr.
WKY Radiophone Co., Oklahoma City, Okla,. J. I. Meyerson.
WMCA New York, Frank Knaack.
WOPI Bristol, Tenn., R. H. Smith.
WTAG-FM, Worcester, Mass., E. E. Hill.
WTAR Radio Corp., Norfolk, Campbell Arnoux, J. L. Grether.
WTCN Wesley Temple Building, Minneapolis, C. T. Hagman.
WTMA Charleston, S. C., Douglass M. Bradham.
WWSW (WTNT-FM), Pittsburgh, Pa., Frank P. Smith, Jr., Dan. Nicoll.
The Yankee Network, Boston, Mass., George Steffy, Irving Robinson, John Shepard, 3rd.

BACK FROM THEIR TRAVELS in eastern and midwestern cities where they exchanged operational ideas with other stations, members of the executive staff of WGAR Cleveland assembled to discuss their respective observations. The men travelled in pairs, visiting stations in 15 of the largest cities. Around the table: Maurice Condon, assistant sales manager; Carl George, director of operations; Clyde Vortman, promotion director; Lloyd Wingard, acting chief engineer; John F. Patt, WGAR vice-president and general manager; Frank Oswald, auditor; Wayne Mack, chief announcer; Ralph Worden, news editor; David Baylor, program director; Harry Camp, sales manager.

Pamphilon Named

L. E. PAMPHILON, former chief engineer of WFIL Philadelphia and former part owner of WTBO Cumberland, is now president and chief engineer of Airdesign & Fabrication Inc., Upper Darby, Pa., radio and power equipment manufacturers. Other officials are W. R. Keenly, plant superintendent; and W. C. Faust, vice-president and treasurer. The company manufactures power transformers, reactors, audio input and output transformers, iron core filters and relay coils.

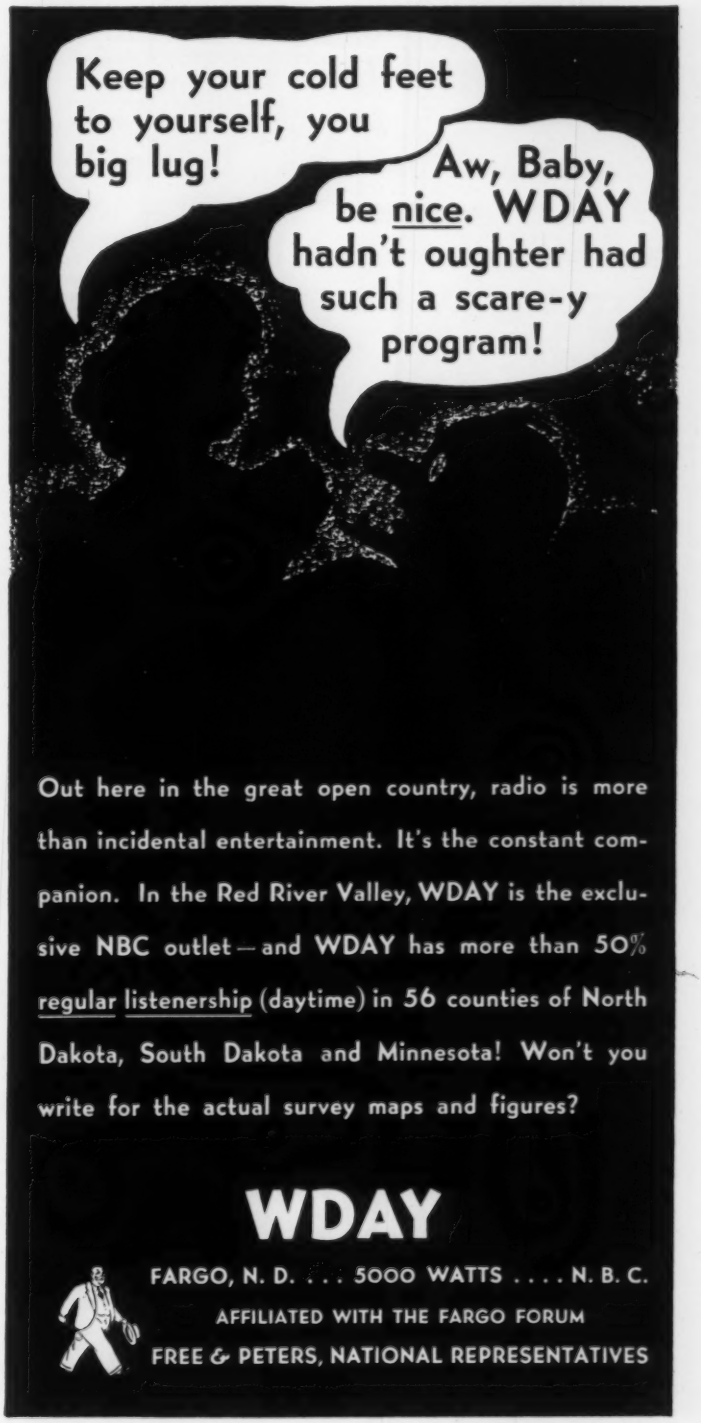
A RECORDING DISC of their hero son's exploits as heard on a broadcast of *War Correspondent* over WBAP Ft. Worth, was given to the parents of the late Lt. J. W. Livesay by the Frederic W. Ziv Corp., producers of this transcribed series.

Voss Joins Blue

WILLIAM VOSS, formerly of Transamerican Broadcasting & Television Corp., New York, and previously with CBS and Lennen & Mitchell, has joined the BLUE production staff. He replaces John Cleary who has been detached from his duties as senior director to serve temporarily with M. P. Wamboldt, commercial program supervisor. Joseph Bell, also a senior director and now on a three-month leave, is being replaced by Winifred Lenihan, actress and director.

Clough Joins WIBA

MERVIN CLOUGH, former night manager of the United Press Wisconsin bureau, Milwaukee, has joined WIBA Madison to handle newscasts and special events. He formerly was news and publicity director of KFYR Bismarck, N. D., and an announcer on KGNF North Platte, Neb. Under his direction WIBA plans to expand local and state news coverage, including 1944 Wisconsin legislature.


Keep your cold feet to yourself, you big lug!
Aw, Baby, be nice. WDAY hadn't oughter had such a scare-y program!
Out here in the great open country, radio is more than incidental entertainment. It's the constant companion. In the Red River Valley, WDAY is the exclusive NBC outlet—and WDAY has more than 50% regular listenership (daytime) in 56 counties of North Dakota, South Dakota and Minnesota! Won't you write for the actual survey maps and figures?
WDAY
FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Hon. George Trimble
Marschalk & Pratt
New York, N. Y.
Dear George:

Here's some last minute data you'll be interested in adding to your W. Va. records. Charleston is the only one of W. Va.'s three metropolitan population areas to show a growth during the war period, as reported by the United States census bureau. The Charleston area, embracing all of Kanawha County, rose from 195 868 three years ago to 207-943 for 1943, a gain of 12,-575, or 6.4%. The result is that Charleston came very close to wresting largest population center honors from Wheeling. Charleston's metropolitan area is confined to Kanawha county, but Huntington's includes three, and Wheeling's includes four counties. The census bureau figures, based on registration for war ration books, are as follows:

Charleston	*207,943*
Wheeling	*210,[illegible]62*
Huntington	*177,360*

Worth keeping in mind, isn't it?
Regards
Yrs.
Algy.

WCHS
Charleston, W. Va.

KGW
PORTLAND, OREGON
"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK
Represented Nationally by
EDWARD PETRY & CO., Inc.

U.P. *gives you*
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

Purely PROGRAMS

SAN QUENTIN Prison program, now on Don Lee Network, will be heard coast-to-coast on Mutual starting Jan. 18. Written and acted by inmates of San Quentin Prison, with only two professionals involved—the technical engineer and Pat Kelly, Don Lee producer—the half-hour program is part of the rehabilitation program of Warden Duffy, who will tell about the prison during the broadcasts. Entertainment will include orchestra and glee-club music. Title is *San Quentin on the Air* and program theme song is "Time on my Hands."

* * *

WIS Forum

WEEKLY forum clearing house begins on WIS Columbia, S. C., Jan. 23. The *WIS Radio Forum* is planned to provide discussions of current questions of particular interest to South Carolina. The half-hour sustaining program presenting views of well informed people will include a discussion by participating guests of the topic in question, a brief formal summation, and a section called "Your Opinion and Mine" devoted to a digest of listener opinion invited by pre-announcement.

* * *

Slanguage

AS THE REGULAR Monday variation of its afternoon Blue Frolics series, the BLUE has started *Sez You*, a quiz based on slang interpretations. Three Chicago newspaper "slanguage" experts, Howard Vincent O'Brien, *Daily News;* Herb Graffis, *Daily Times*, and Patricia Dougherty, *Herald-American*, are the regulars, alternating with three guest "masters of slanguage" in translating into conservative English various cryptic examples of slang patois.

* * *

Wild Life Series

WILD LIFE conservation series presented over KARK Little Rock, Ark., for the past three years, is conducted by Tom Mull, Arkansas Game and Fish Commission director of education. The quarter-hour program is presented once weekly featuring notes and comments on hunting and fishing as well as wildlife conservation.

* * *

Quiz Sheet

SUPERMAN Inc. is sending a weekly quiz sheet to wounded servicemen, and to other hospital patients tying in with *Superman*, heard on Mutual under sponsorship of General Mills. Title of the quiz paper, which is followed the next week by an answer sheet, is "Match Your Mind with Superman."

* * *

Merch Swap

"WHITE ELEPHANTS" figure largely in exchanges on *Swap Shop*, recently started on KECA Los Angeles. Herb Allen conducts the daily quarter-hour program devoted to merchandise swapping.

Education Series

DISCUSSION programs by members of the Philadelphia Board of Education, teachers, counsellors and students provides a new weekly quarter-hour program series for WIP Philadelphia. Called *My Part in the War*, the program approach is to the adult audience, calling attention to the part being played by the school board in the war effort. The series has been arranged by Bertram L. Lutton, supervisor of the board's agricultural program.

* * *

Personal

PERSONAL PROBLEMS submitted by listeners are re-enacted and a solution offered by Jules Denes, European writer, in a thrice weekly quarter-hour series heard on WBNX New York. Bearing the title *Mistakes We Make*, program varies from the usual personal dilemna program in that listeners do not air their troubles personally, and in that no stress is laid on marital difficulties.

* * *

On BBC

CURRENT Broadway plays are adapted for BBC Homes Service listeners in a BBC recorded half-hour series titled *Second Nights on Broadway*. Original cast takes part on each program. BBC New York production manager Roy Lockwood serves as commentator. First of the series to be recorded and sent to Great Britain was a radio version of Elmer Rice's "A New Life."

* * *

News Mimic

NAT HALE'S ability to mimic voices is exploited in a twice weekly quarter-hour program on WWRL Long Island City, N. Y., titled *Drama in the News*. Imitating the voices of such persons as Winston Churchill, and Franklin D. Roosevelt, Mr. Hale reenacts current events. One portion dramatizes events on land, sea and air, and another "nugget news," features oddities in the news.

OFF TO CHEER Oklahoma's wounded men of the 45th Division, is Miss Oklahoma, 1943, Joan Hawk, entering the Christmas-special bus at Oklahoma City for Temple, Tex. Holding hands with Oklahoma's prettiest is Gayle Grubb, WKY station manager. Oklahoma Gas & Electric Co. sponsored the half-hour program of 30 entertainers, and provided a tree and presents for the boys.

Hookup for Film

AS AN UNUSUAL radio promotion stunt for the premiere Jan. 11 of the film "Lifeboat", 20th Century-Fox Film Corp., New York, sponsored a special 8:45-9 p.m. program from the Astor Theatre lobby, using a telephone line hookup of four New York stations, WQXR WOV WINS and WNEW. With Herb Sheldon as m.c., the program featured short interviews with such radio and screen celebrities as Phil Baker, Laird Cregar, Elsa Maxwell and others. Agency in charge is Kayton-Spiero Co., New York.

Housing Series

KLX Oakland, Cal., has started a new feature called *Your Housing Counselor* conducted by James Walker Allen. Program offers homes to war workers with Allen obtaining listings from listeners for the various realtor sponsors. Program runs fifteen minutes daily except Sunday.

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is *The Beeline*

Robert A. STREET National Sales Manager
Paul H. RAYMER CO. National Representatives

McClatchy Broadcasting Company
Sacramento, California

Bulova Sale Reported

(Continued from page 9)

the Yankee or its disposition to the Pettey-Dolph-Clark group.

The only remaining Bulova station is WOV New York, which is now under contract for sale to the Mester Bros., New York merchants, for $300,000.

Whether WNEW will be sold was problematical. Several offers have been made. Richard F. O'Dea of New York has a 10% interest in the station, which, it is understood, he does not propose to relinquish. Milton Biow, advertising agency head, holds a 29% interest which would be available to Mr. Bulova for disposition along with his own holdings. Vincent Daley of New York, also holds 10%, available to Mr. Bulova.

Reports have been current that several New York newspapers among them the *Times* and the *Daily News* have had conversations regarding acquisition of WNEW. Also mentioned has been Floyd Odlum, New York financier who is identified with RKO.

Wage Order Amended

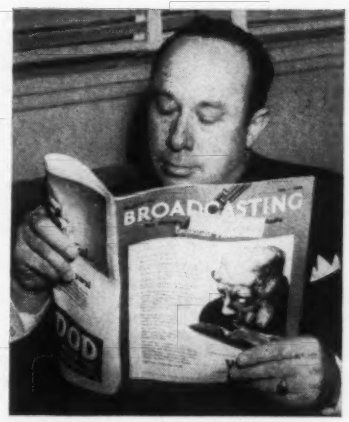
AMENDING its General Order 16, the National War Labor Board no longer requires employers to report wage increases given to bring women's rates to those of men when quality and quantity of work performed is identical. In the last 13 months, prior to the amendment, the Board received 2,250 reports covering increases for 59,500 women.

Mutual Series

MUTUAL LIFE INSURANCE Co., New York, since mid-December has been conducting a campaign of thrice weekly five-minute programs in several markets to dramatize stories of how the Government is providing for the war wounded. Campaign is slated to run 13 weeks. Agency is Doremus & Co., New York.

AMERICAN STANDARDS Assn. has released its new list of more than 600 standards, including 64 approved or revised since the last list was printed in April 1943.

ADELAIDE IRVING, 55, Hollywood radio actress, died at the home of her sister in Eureka, Cal., on Dec. 30.



NO DOUBT thorough knowledge of the industry's activities by regular reading of BROADCASTING led to Jack Keasler's recent promotion to commercial manager of WOAI San Antonio from his former post of account executive. He insists he wasn't dozing when this picture was snapped. Hugh A. L. Halff, president and general manager of WOAI announced the promotion last week. Mr. Keasler, well-known in southwestern radio, has been chairman of NAB's Sales Managers Division for the 13th district for two consecutive terms. He demonstrates his ability to read.

Test Series

MILES EMULSION Co., Terre Haute, Ind., recently appointed Sherman & Marquette, Chicago, to handle advertising media. Testing for an expansion is being conducted on KARK Little Rock, Ark., with five-weekly one-minute spot announcements. Contract is on 13-week basis.

Westinghouse Adds

EXPANDING its radio advertising, Westinghouse Electric & Mfg. Co., Pittsburgh, is taking three programs weekly on the BLUE in the 10:15-10:30 p.m. period. No further details are available. The company already sponsors the *Westinghouse Program* on NBC Sunday afternoon. Agency is McCann-Erickson, New York.

WLPM to Blue

WLPM Suffolk, Va., on Jan. 12 became a BLUE affiliate, bringing that network's total affiliates to 177. Owned by Suffolk Broadcasting Co., the station operates full-time on 1450 kc, 250 w.

Richards Group Names Pierce V-P

ON THE EVE of his return to the war theatre as chief engineer of the Psychological Warfare Branch, Allied Headquarters in Algeria, R. Morris Pierce was elected vice-president in charge of engineering of WGR Detroit, WGAR Cleveland and KMPC Los Angeles, stations operated by the G. A. Richards interests. Mr. Pierce has been chief engineer of WGAR for 13 years.

In announcing the action of the stockholders, Mr. Richards said elevation of Mr. Pierce to the vice-presidency of the three stations "is in recognition of the outstanding contributions which he has made to the interests of these companies and to radio in general". He said it was also desired to relieve him of the burden of supervising a single station's detailed operations so that the benefit of his advice on overall engineering policy would be available. Mr. Pierce also will devote considerable time to post-war technical developments.

The new vice-president left Cleveland last week to return to his overseas assignment. He had gained national recognition for the part he played in broadcasting surrender terms to the Italian Navy.

He returned to WGAR last September and supervised plans for the station's shift from 1480 to 1220 kc. He is expected to return to his new post with the Richards stations within six months.

ALL WASHED UP IN TUB (Ky.)?

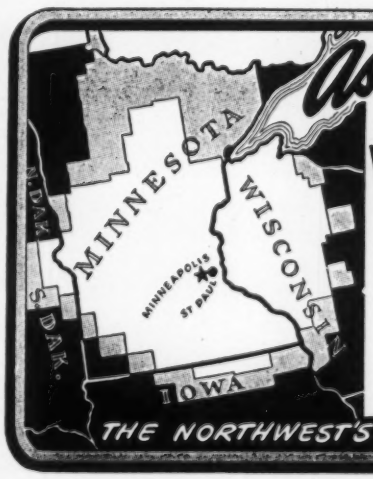
If the tire shortage is keeping your salesman from dipping into Tub and other little towns, don't wash your hands of Kentucky! The Louisville Trading Area is the big suds in this entire State — 1,336,000 people with $610,000,000 in buying power (57.5% of Kentucky's total)!.. Not only does WAVE reach every radio home in this Area — it does it for far less than any other medium!.. Shall we boil up some sales in Louisville for you.

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . N. B. C.

FREE & PETERS, INC. National Representatives

Ask RAY REYNOLDS OF ROGERS & SMITH CHICAGO about WDGY



Established 1923 MINNEAPOLIS

Coco Wheats, by the exclusive use of WDGY, and no other promotion or advertising, forced distribution in this area.

NAT'L REPS: WILLIAM G. RAMBEAU CO.

PRIMARY COVERAGE
SECONDARY COVERAGE
Based on NAB Standards

THE NORTHWEST'S BEST BUY!

☆ AUDIENCE BUILDING PROMOTION ☆

WSAI's Audience-Building Promotion is GREATER, in actual VOLUME of advertising promotion used, *than that of all other local Cincinnati stations combined.*

5000 WATTS—DAY AND NIGHT
BASIC BLUE NETWORK STATION
National Representatives: SPOT SALES, INC.
New York • Chicago • San Francisco

☆ WSAI CROSLEY OWNED AND OPERATED

KTFI
TWIN FALLS · IDAHO

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
HEADLEY-REED CO.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS
Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

BUY
WAR
BONDS!

Problems for New York FM Meeting

Panel of Experts Will Be Given Questions At Convention

WHAT IS THE future of FM and what should AM broadcasters and other prospective applicants do about it? These questions and others which have descended upon FM pioneers, engineers, attorneys and Government officials identified with radio will be presented to a panel of experts at the FMBI convention in New York Jan. 26-27. Some of the questions, submitted in advance to Walter J. Damm, FMBI president, follow:

1. Is it true that FM will replace AM and that eventually all AM stations will have to switch to FM?
2. Can I get the same coverage with FM that I do with AM?
3. What provisions have been made to cover so-called trade areas in the wide open spaces where trade areas may be so large that it would be impossible to build a tower high enough so that the present maximum permitted 50 kw transmitter would lay down a signal complying with the Commission's regulations?
4. Will there be FM automobile sets and what is being done to suppress automobile ignition?
5. What has FM got that AM hasn't—other than less static?
6. Why should I scrap my present AM investment and start all over with FM when I am making good profits now?
7. Why should I join FMBI and what can I get out of it?
8. I am only a small operator in a small town—why should I pay the same dues to FMBI as a large operator?
9. Where can I find out what area of coverage is limited to my location?
10. Do I have to have an ASCAP or BMI license for an FM station?
11. Can I use phonograph records on FM?
12. Can I get a construction permit for an FM station and wait until I am forced by competition in my town to begin construction?
13. Why didn't the Commission let well enough alone and simply keep on licensing AM stations?
14. What will happen to present AM stations if we get thousands of FM stations on the air?
15. Am I cutting my own throat by building an FM station and letting my AM listeners get used to FM?
16. Suppose I want to wait until I am forced into FM—will I be able to get a frequency?
17. What is the cost of operating an AM station as compared with an FM station—power for power?
18. I understand FM signals reach only to the horizon. Won't this mean that many more FM stations than AM stations will be needed to assure complete United States coverage?
19. What about network programs for FM stations?
20. Has the Commission formulated a policy of licensing studio to transmitter links on a general basis or will such links only be licensed where it is impossible to obtain telephone lines?
21. Does the Commission intend to relax its rules which require all licensees in a community to cover the same area?
22. Will the Commission reinstate the requirement that a certain number of hours each day must be unduplicated programs—that is, in building an FM station can I figure that I can program it with the same programs I am now running on my AM stations or must I spend money for separate programs?
23. I have heard that FM sounds tinny—even on the best receivers. Why is that?
24. Can I put an FM antenna on my AM tower provided that the tower is structurally strong enough?
25. Wattage for wattage, does an FM transmitter use more power than an AM transmitter?
26. Is a limiter tube absolutely necessary in an FM receiver and what is the purpose of this tube?
27. Which is the best transmitter location—a high building in a city or a tower removed from a city?
28. How can so-called dead spots on the side of hills removed from the transmitter location be taken care of?
29. Where can I get the necessary technical part of an application prepared?
30. Is there any data available on directional FM antennae or does the Commission require a circular pattern? For instance, I am located in the corner of my trade area and in order to comply with a circular pattern would have to have my transmitter almost 40 miles from the city.
31. When will transmitter equipment and receivers be available?

Television Attachment

32. The public has been the prey of much misrepresentation in regard to "television attachments" on standard broadcast receivers. What steps are being taken by FMBI to prevent the same thing from happening in regard to FM attachments when manufacture of receivers is resumed?
33. There is every reason to believe that television will be "ready" as soon after the war as the manufacture of equipment can be resumed. A sound channel on the television transmitter apparently enjoys all the advantages of FM. Why should not the broadcasting stations install television transmitters rather than FM transmitters even if they only partially operate them with a sound program only until sufficient television receivers are in operation?
34. Assuming that television will be delayed two or three years after the war, what justification does the broadcast station have for installing FM, probably operating it at a loss for a few years and then junking it in favor of television?
35. What changes, if any, have been made in the territorial allocation plan for FM?
36. Discuss relative merits of a high power transmitter and a multi bay antenna located at the studio site, on a high building in the center of a large city, versus a medium power transmitter with a simpler antenna located approximately 15 to 20 miles out of town, but at a higher altitude. Would extra cost of high power transmitter offset costs of ST link, building, power and telephone circuits and additional expenditure for personnel at remote site?
37. Would intense field in city be an advantage, or would cross modulation on other services present a problem?
38. Is it possible, and economically feasible, to build FM studios in noisy downtown locations, and be sure that they will be acoustically right for perfect quality broadcast?
39. Is the use of booster or relay transmitters to cover large rural areas practical from a performance standpoint and economical from a cost standpoint?
40. Is an FM license obtainable in a town where there is already a radio station?
41. Can such a license be secured even though equipment for such a station cannot be bought until after the war?
42. Do such licenses cost anything other than fees to lawyers, etc.?
43. About how much would it probably cost to install a small FM station when material is available?
44. Will AM stations be granted FM as an auxiliary service where FM could not get commercial support?
45. Will it be the FCC policy to allow duplication of service of FM and AM?
46. What FM equipment is needed for 60-mile coverage?
47. Approximate cost of equipment and installation for 10 kw transmitter.
48. Can one antenna be used for both AM and FM?
49. Can regular AM programs be broadcast simultaneously on FM, or must a certain number of hours be produced separately? What are the FCC rules in this regard?
50. Any other information which could be brought out in discussion which would be interesting to a smaller station.
51. What are the engineering possibilities and the legal (FCC) restrictions to be expected from dual operation of FM arrays from a common steel tower supporting structure? I have in mind a plan whereby several FM broadcasters will rent space on a common tower which is constructed by an interested tower manufacturing concern.
52. Can a program be beamed to another station to be re-broadcast and be broadcast at the same time by the originating station, using the same transmitter and the same antenna?
53. a. In a network such as the one proposed, local stations will undoubtedly be desirous of presenting programs for their localities at times when network programs are being beamed to them. As I understand it, this would prevent their picking up the network program and beaming it to the station next in line, unless each station had two transmitters and two antennas. Is this correct?

b. Would the use of automatic relays be a solution of this problem? If so, will you explain their operation?

54. In such a network where programs are beamed from one station to another, the beaming of these programs must go from them in a single direction, as I understand it, just as is the case with the telephone transmission of amplitude modulation network programs.
55. The University is planning on building new studios for its FM broadcasts. Can you give me the ideal specifications (size, shape, acoustical requirements) of a studio for FM?
56. Would it be more efficient and economical to connect the stations by telephone lines instead of beaming programs? Wouldn't this affect the quality? If the telephone company perfects lines to carry the possible frequencies of FM will the beaming of programs from one station to another be prohibited?
57. What power would you suggest the member stations apply for?
58. Is there any reason why commercial FM stations could not be utilized in this network?

"Suppose you just forget those clothing commercials on WFDF Flint."

NBC Programs to FM

(*Continued from page 12*)

stations and in the absence of available standard band stations, applications for affiliations will be received from operators of frequency modulation stations."

As the size of the national FM audience increases, NBC stated, there should be plenty of FM stations across the country to permit the organization of several new national networks comprised of FM broadcasters. For all practical purposes, it was added, FM using its present allocation in the spectrum will make as many broadcasting frequencies available as there will be broadcasters to use them. "The number of stations will be limited almost entirely by economic considerations," the statement points out.

"National network broadcasting has grown and developed in the U. S. as a result of the unique ability of networks to tap all important talent centers, and the ceaseless efforts of the four present networks and their affiliated stations to render a constantly improving public service. These efforts will continue. FM, however, will afford to new broadcasters an opportunity to compete with present stations and networks. The test will be primarily the program offered to the listener.

NBC welcomes this competition, believing that it will inspire new creative program effort in the whole field of broadcasting, and will add new value to the service of radio in the public interest."

FM Advantages

NBC pointed to television as a new service of far-reaching importance, and said that new standards of excellence in the post-war performance of both FM and television can be expected. "Television is a new art which will necessarily develop a new type of program designed for both eye and ear, entirely distinct from those of sound broadcasting," NBC said. "FM, on the other hand, is a new technique applied to the transmission and reception of sound broadcasting. It furnishes, not a new form of program, but a new method of bringing to the radio audience programs designed for the ear alone."

FM broadcasting, the pronouncement added, offers a number of advantages in urban centers over broadcasting in the standard band — virtually eliminating the disturbances from natural and man-made static. Because of wider channels "higher fidelity sound can be transmitted". Transmitting equipment costs are lower than for standard band transmitters, both for initial investment and for operation, it added.

Pointing out that FM can't depend solely on technical advantages if it is to attract wide-spread audiences, NBC stated that, first and foremost, attractive programs must be offered. "If FM is required to create and maintain a separate program service in competition with well established and highly popular programs, its development will be greatly retarded."

Paul W. Morency, WTIC Hartford, representing District 1, recently elected chairman of the committee, presided at the two-day session of the NBC Committee.

Other committee members, all of whom attended the meetings, are: District 2, G. Richard Shafto, WIS Columbia; 3, James D. Shouse, WLW Cincinnati; 4, H. W. Slavick, WMC Memphis; 5, Stanley E. Hubbard, KSTP St. Paul-Minneapolis; 6, Edgar Bell, WKY Oklahoma City; 7, Richard Lewis, KTAR Phoenix; 8, Arden X. Pangborn, KGW Portland, Ore.

83,000 MORE RADIO FAMILIES FOR KGO IN 1944

KGO is drawing more than its share of listeners from the 2,744,825 wartime population* now living within its ½ millivolt area, according to the estimate on March 1, 1943 of the U. S. Bureau of Census. It now reaches 708,260 radio families in the San Francisco Bay Region and Northern California, an increase of approximately 83,000 families since 1940. And *what* families! In the area, 334.5 people are employed today for every 100 people employed in 1937! Let KGO help you sell this lucrative market!

*Civilian population only.

KGO
SAN FRANCISCO · OAKLAND

810 K.C. 7500 Watts
Blue Network Company, Inc.

ACE INTERVIEW
Missing Marine Hero on Disc Aired by 4 Nets

ON DEC. 23, two men in a revetment at the edge of Barakoma Field on Vela Lavella in the South Pacific recorded an interview. Interviewer was Sgt. James O. Hardin Jr., Marine Corps correspondent. The man interviewed was Marine Ace and ex-Flying Tiger Maj. Gregory Boyington, who on that day had raised his score from 20 to 24 Jap Zeroes. On Jan. 3, after tying the Rickenbacker-Foss record of 26 planes, Maj. Boyington was reported missing in action.

The transcription of that interview was released last Thursday at noon by the Navy Dept. to the four major networks through their Washington outlets. At 12:30 WOL broadcast the interview over the full Mutual network, cancelling two numbers on the Navy Band program which was on at the time. WRC put it on locally at 12:50, WMAL at 3:50 over the BLUE, and WTOP at 5:15 locally.

Godfrey's 10th Year

LAST Saturday, Jan. 15, marked the completion of ten years on WTOP Washington for Arthur Godfrey, whose musical murmurings interspersed with chatty small talk entertain early morning listeners starting at 6:30 a.m. daily. Associated with radio since he was an instructor in radio theory at the U. S. Naval Radio School at Great Lakes, Ill., Godfrey now holds a commission as Lieutenant Commander in the Naval Reserve. Special anniversary broadcast was presented with Godfrey from Loew's Capitol Theatre in Washington on the evening of Jan. 15.

Squibb Case Closed

FEDERAL Trade Commission has closed without prejudice its case against E. R. Squibb & Sons, New York, charged with advertising which failed to reveal potential dangers in the use of a laxative preparation, "Granaya with Cascara", when taken in the presence of symptoms of appendicitis. The company entered into a stipulation with the FTC to discontinue the questioned advertisements.

Edith Doyle

EDITH DOYLE, of the commercial staff WSPA Spartanburg, S. C., died suddenly in Spartanburg of cerebral hemorrhage. Mrs. Doyle, who is survived by a daughter and two sons had been with WSPA for several months after commercial work with Harry S. Goodman and Kasper-Gordon.

GENERAL BAKING Co., New York (Bond bread), has been charged by the Federal Trade Commission with violating Section 2(d) of the Robinson-Patman Act by paying its preferred customers for rendering advertising services and facilities without making such payments available on proportionately equal terms to all other competing customers.

EVANS FUR Co., Chicago, began sponsorship Jan. 16 of a half-hour program, *The Sky Riders*, Sundays, on WGN Chicago. The quiz show originates from Chicago's Servicemen's Center. Contract is for 13 weeks, placed by State Adv. Co., Chicago.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

The *Only* **BLUE** Network Station *Serving the 28th* * *U. S.* Metropolitan District
WFMJ
Youngstown, O.
* J. Walter Thompson Research Dept.

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

KXOK
ST. LOUIS • 630 KC.
BLUE NETWORK
5000 Watts Full Time
Represented by John BLAIR & Co.

KTFI
TWIN FALLS · IDAHO

NBC
Station For
WINSTON-SALEM
GREENSBORO
& HIGH POINT
★
5000 WATTS
600 KC.
WSJS
Representatives
BRADLEY - REED CO.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . . .

CHNS

Halifax, Nova Scotia

JOS. WEED & CO.
350 Madison Avenue, New York
Representatives

BUY
WAR
BONDS!

Problems for New York FM Meeting

Panel of Experts Will Be Given Questions At Convention

WHAT IS THE future of FM and what should AM broadcasters and other prospective applicants do about it? These questions and others which have descended upon FM pioneers, engineers, attorneys and Government officials identified with radio will be presented to a panel of experts at the FMBI convention in New York Jan. 26-27. Some of the questions, submitted in advance to Walter J. Damm, FMBI president, follow:

1. Is it true that FM will replace AM and that eventually all AM stations will have to switch to FM?
2. Can I get the same coverage with FM that I do with AM?
3. What provisions have been made to cover so-called trade areas in the wide open spaces where trade areas may be so large that it would be impossible to build a tower high enough so that the present maximum permitted 50 kw transmitter would lay down a signal complying with the Commission's regulations?
4. Will there be FM automobile sets and what is being done to suppress automobile ignition?
5. What has FM got that AM hasn't—other than less static?
6. Why should I scrap my present AM investment and start all over with FM when I am making good profits now?
7. Why should I join FMBI and what can I get out of it?
8. I am only a small operator in a small town—why should I pay the same dues to FMBI as a large operator?
9. Where can I find out what area of coverage is limited to my location?
10. Do I have to have an ASCAP or BMI license for an FM station?
11. Can I use phonograph records on FM?
12. Can I get a construction permit for an FM station and wait until I am forced by competition in my town to begin construction?
13. Why didn't the Commission let well enough alone and simply keep on licensing AM stations?
14. What will happen to present AM stations if we get thousands of FM stations on the air?
15. Am I cutting my own throat by building an FM station and letting my AM listeners get used to FM?
16. Suppose I want to wait until I am forced into FM—will I be able to get a frequency?
17. What is the cost of operating an AM station as compared with an FM station—power for power?
18. I understand FM signals reach only to the horizon. Won't this mean that many more FM stations than AM stations will be needed to assure complete United States coverage?
19. What about network programs for FM stations?
20. Has the Commission formulated a policy of licensing studio to transmitter links on a general basis or will such links only be licensed where it is impossible to obtain telephone lines?
21. Does the Commission intend to relax its rules which require all licensees in a community to cover the same area?
22. Will the Commission reinstate the requirement that a certain number of hours each day must be unduplicated programs—that is, in building an FM station can I figure that I can program it with the same programs I am now running on my AM stations or must I spend money for separate programs?
23. I have heard that FM sounds tinny—even on the best receivers. Why is that?
24. Can I put an FM antenna on my AM tower provided that the tower is structurally strong enough?
25. Wattage for wattage, does an FM transmitter use more power than an AM transmitter?
26. Is a limiter tube absolutely necessary in an FM receiver and what is the purpose of this tube?
27. Which is the best transmitter location—a high building in a city or a tower removed from a city?
28. How can so-called dead spots on the side of hills removed from the transmitter location be taken care of?
29. Where can I get the necessary technical part of an application prepared?
30. Is there any data available on directional FM antennae or does the Commission require a circular pattern? For instance, I am located in the corner of my trade area and in order to comply with a circular pattern would have to have my transmitter almost 40 miles from the city.
31. When will transmitter equipment and receivers be available?

Television Attachment

32. The public has been the prey of much misrepresentation in regard to "television attachments" on standard broadcast receivers. What steps are being taken by FMBI to prevent the same thing from happening in regard to FM attachments when manufacture of receivers is resumed?
33. There is every reason to believe that television will be "ready" as soon after the war as the manufacture of equipment can be resumed. A sound channel on the television transmitter apparently enjoys all the advantages of FM. Why should not the broadcasting stations install television transmitters rather than FM transmitters even if they only partially operate them with a sound program only until sufficient television receivers are in operation?
34. Assuming that television will be delayed two or three years after the war, what justification does the broadcast station have for installing FM, probably operating it at a loss for a few years and then junking it in favor of television?
35. What changes, if any, have been made in the territorial allocation plan for FM?
36. Discuss relative merits of a high power transmitter and a multi bay antenna located at the studio site, on a high building in the center of a large city, versus a medium power transmitter with a simpler antenna located approximately 15 to 20 miles out of town, but at a higher altitude. Would extra cost of high power transmitter offset costs of ST link, building, power and telephone circuits and additional expenditure for personnel at remote site?
37. Would intense field in city be an advantage, or would cross modulation on other services present a problem?
38. Is it possible, and economically feasible, to build FM studios in noisy downtown locations, and be sure that they will be acoustically right for perfect quality broadcast?
39. Is the use of booster or relay transmitters to cover large rural areas practical from a performance standpoint and economical from a cost standpoint?
40. Is an FM license obtainable in a town where there is already a radio station?
41. Can such a license be secured even though equipment for such a station cannot be bought until after the war?
42. Do such licenses cost anything other than fees to lawyers, etc.?
43. About how much would it probably cost to install a small FM station when material is available?
44. Will AM stations be granted FM as an auxiliary service where FM could not get commercial support?
45. Will it be the FCC policy to allow duplication of service of FM and AM?
46. What FM equipment is needed for 60-mile coverage?
47. Approximate cost of equipment and installation for 10 kw transmitter.
48. Can one antenna be used for both AM and FM?
49. Can regular AM programs be broadcast simultaneously on FM, or must a certain number of hours be produced separately? What are the FCC rules in this regard?
50. Any other information which could be brought out in discussion which would be interesting to a smaller station.
51. What are the engineering possibilities and the legal (FCC) restrictions to be expected from dual operation of FM arrays from a common steel tower supporting structure? I have in mind a plan whereby several FM broadcasters will rent space on a common tower which is constructed by an interested tower manufacturing concern.
52. Can a program be beamed to another station to be re-broadcast and be broadcast at the same time by the originating station, using the same transmitter and the same antenna?
53. a. In a network such as the one proposed, local stations will undoubtedly be desirous of presenting programs for their localities at times when network programs are being beamed to them. As I understand it, this would prevent their picking up the network program and beaming it to the station next in line, unless each station had two transmitters and two antennas. Is this correct?

b. Would the use of automatic relays be a solution of this problem? If so, will you explain their operation?

54. In such a network where programs are beamed from one station to another, the beaming of these programs must go from them in a single direction, as I understand it, just as is the case with the telephone transmission of amplitude modulation network programs.
55. The University is planning on building new studios for its FM broadcasts. Can you give me the ideal specifications (size, shape, acoustical requirements) of a studio for FM?
56. Would it be more efficient and economical to connect the stations by telephone lines instead of beaming programs? Wouldn't this affect the quality? If the telephone company perfects lines to carry the possible frequencies of FM will the beaming of programs from one station to another be prohibited?
57. What power would you suggest the member stations apply for?
58. Is there any reason why commercial FM stations could not be utilized in this network?

"Suppose you just forget those clothing commercials on WFDF Flint."

NBC Programs to FM

(*Continued from page 12*)

stations and in the absence of available standard band stations, applications for affiliations will be received from operators of frequency modulation stations."

As the size of the national FM audience increases, NBC stated, there should be plenty of FM stations across the country to permit the organization of several new national networks comprised of FM broadcasters. For all practical purposes, it was added, FM using its present allocation in the spectrum will make as many broadcasting frequencies available as there will be broadcasters to use them. "The number of stations will be limited almost entirely by economic considerations," the statement points out.

"National network broadcasting has grown and developed in the U. S. as a result of the unique ability of networks to tap all important talent centers, and the ceaseless efforts of the four present networks and their affiliated stations to render a constantly improving public service. These efforts will continue. FM, however, will afford to new broadcasters an opportunity to compete with present stations and networks. The test will be primarily the program offered to the listener.

NBC welcomes this competition, believing that it will inspire new creative program effort in the whole field of broadcasting, and will add new value to the service of radio in the public interest."

FM Advantages

NBC pointed to television as a new service of far-reaching importance, and said that new standards of excellence in the post-war performance of both FM and television can be expected. "Television is a new art which will necessarily develop a new type of program designed for both eye and ear, entirely distinct from those of sound broadcasting," NBC said. "FM, on the other hand, is a new technique applied to the transmission and reception of sound broadcasting. It furnishes, not a new form of program, but a new method of bringing to the radio audience programs designed for the ear alone."

FM broadcasting, the pronouncement added, offers a number of advantages in urban centers over broadcasting in the standard band — virtually eliminating the disturbances from natural and man-made static. Because of wider channels "higher fidelity sound can be transmitted". Transmitting equipment costs are lower than for standard band transmitters, both for initial investment and for operation, it added.

Pointing out that FM can't depend solely on technical advantages if it is to attract wide-spread audiences, NBC stated that, first and foremost, attractive programs must be offered. "If FM is required to create and maintain a separate program service in competition with well established and highly popular programs, its development will be greatly retarded."

Paul W. Morency, WTIC Hartford, representing District 1, recently elected chairman of the committee, presided at the two-day session of the NBC Committee.

Other committee members, all of whom attended the meetings, are: District 2, G. Richard Shafto, WIS Columbia; 3, James D. Shouse, WLW Cincinnati; 4, H. W. Slavick, WMC Memphis; 5, Stanley E. Hubbard, KSTP St. Paul-Minneapolis; 6, Edgar Bell, WKY Oklahoma City; 7, Richard Lewis, KTAR Phoenix; 8, Arden X. Pangborn, KGW Portland, Ore.

83,000 MORE RADIO FAMILIES FOR KGO IN 1944

KGO is drawing more than its share of listeners from the 2,744,825 wartime population* now living within its ½ millivolt area, according to the estimate on March 1, 1943 of the U. S. Bureau of Census. It now reaches 708,260 radio families in the San Francisco Bay Region and Northern California, an increase of approximately 83,000 families since 1940. And what families! In the area, 334.5 people are employed today for every 100 people employed in 1937! Let KGO help you sell this lucrative market!

*Civilian population only.

KGO
SAN FRANCISCO · OAKLAND

810 K.C. 7500 Watts
Blue Network Company, Inc.

ACE INTERVIEW
Missing Marine Hero on Disc Aired by 4 Nets

ON DEC. 23, two men in a revetment at the edge of Barakoma Field on Vela Lavella in the South Pacific recorded an interview. Interviewer was Sgt. James O. Hardin Jr., Marine Corps correspondent. The man interviewed was Marine Ace and ex-Flying Tiger Maj. Gregory Boyington, who on that day had raised his score from 20 to 24 Jap Zeroes. On Jan. 3, after tying the Rickenbacker-Foss record of 26 planes, Maj. Boyington was reported missing in action.

The transcription of that interview was released last Thursday at noon by the Navy Dept. to the four major networks through their Washington outlets. At 12:30 WOL broadcast the interview over the full Mutual network, cancelling two numbers on the Navy Band program which was on at the time. WRC put it on locally at 12:50, WMAL at 3:50 over the BLUE, and WTOP at 5:15 locally.

Godfrey's 10th Year

LAST Saturday, Jan. 15, marked the completion of ten years on WTOP Washington for Arthur Godfrey, whose musical murmurings interspersed with chatty small talk entertain early morning listeners starting at 6:30 a.m. daily. Associated with radio since he was an instructor in radio theory at the U. S. Naval Radio School at Great Lakes, Ill., Godfrey now holds a commission as Lieutenant Commander in the Naval Reserve. Special anniversary broadcast was presented with Godfrey from Loew's Capitol Theatre in Washington on the evening of Jan. 15.

Squibb Case Closed

FEDERAL Trade Commission has closed without prejudice its case against E. R. Squibb & Sons, New York, charged with advertising which failed to reveal potential dangers in the use of a laxative preparation, "Granaya with Cascara", when taken in the presence of symptoms of appendicitis. The company entered into a stipulation with the FTC to discontinue the questioned advertisements.

Edith Doyle

EDITH DOYLE, of the commercial staff WSPA Spartanburg, S. C., died suddenly in Spartanburg of cerebral hemorrhage. Mrs. Doyle, who is survived by a daughter and two sons had been with WSPA for several months after commercial work with Harry S. Goodman and Kasper-Gordon.

GENERAL BAKING Co., New York (Bond bread), has been charged by the Federal Trade Commission with violating Section 2(d) of the Robinson-Patman Act by paying its preferred customers for rendering advertising services and facilities without making such payments available on proportionately equal terms to all other competing customers.

EVANS FUR Co., Chicago, began sponsorship Jan. 16 of a half-hour program, *The Sky Riders*, Sundays, on WGN Chicago. The quiz show originates from Chicago's Servicemen's Center. Contract is for 13 weeks, placed by State Adv. Co., Chicago.

Stovin and Wright
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

The *Only*
BLUE
Network Station
Serving
*the 28th * U. S.*
Metropolitan District
WFMJ
Youngstown, O.
* J. Walter Thompson Research Dept.

CHATTANOOGA
IN THE HEART OF TVA
POWER EMPIRE
WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

KXOK
ST. LOUIS • 630 KC.
BLUE NETWORK
5000 Watts Full Time
Represented by John BLAIR & Co.

First in Prestige!
First in Audience!
First for Advertisers!
KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

Dear Time Buyer —

There's not room here to tell our full story, but if you're looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives

HOWARD H. WILSON CO.

KROD
CBS 600 KC 1000 Watts
EL PASO, TEXAS
Dorrance Roderick, *Owner* Val Lawrence, *Manager*

South of the Border

There's romance and beauty in Mexico . . . also business! We offer the American advertiser a modern network of 70 stations, the key to the door that opens a market to 20,000,000 good neighbor customers . . . South of the Border!

MEXICO
RADIO PROGRAMAS DE MEXICO
Largest Latin American Broadcasting System
P. O. BOX 1324 MEXICO, D. F.

KEEP BUYING BONDS!

House Group Ready to Act

(*Continued from page 11*)

two-division provision may be the one which the Committee as a whole will consider. Another suggestion made by Judge E. O. Sykes, former Commissioner, and recommended by Commissioner T. A. M. Craven, may be written into the bill. That provides that the chairmanship shall rotate each year. Sen. White said he did not object to rotating the chairmanship. Sen. Wheeler was reported undecided, although leaning towards rotation.

Penalties Seen as Dangerous

FCC Chairman James Lawrence Fly, on the last day of the hearings, came up with a plan that would give the Commission infinitely broader powers to penalize stations for infractions of law or regulations [BROADCASTING, Dec. 20]. His proposal, which would authorize a maximum of $500 per day fine in cases where revocation of license was not warranted, was presented as a written amendment. There has been strong objection to this provision.

Regardless of the Commissioners in office, Sen. White said he could see where some broadcasters might be virtually forced out of business through heavy fines levied for infractions of any of the maze of regulations adopted by the Commission. On the other hand, he added, if that's what the broadcasters want and feel is the solution to the fear of the FCC now prevalent, then in all probability it will go into the law.

Following a conference with the new legislative committee of the Federal Communications Bar Assn. and broadcasters it was learned that Sens. Wheeler and White are agreed on the procedural and appellate provisions of the proposed revision of the Act. Late last week they had not agreed upon the provision (Section 8C) which would prohibit the Commission from any control over business practices or programs.

A difference of opinion in that respect is expected to lead to some provision giving the Commission supervision over contractural relations between the chain companies and network affiliates. Broadcasters have contended that to regulate business practices is to regulate programs. Sen. Wheeler differs. He contends the networks should be licensed as such and that the Commission should be given supervision over business practices to prevent "monopolies".

While the co-authors hope to have their own revised version of S-814 ready for Committee consideration late next week, it was pointed out that they are only two of a Committee of 21 and that others who attended the hearings have reached some conclusive views as to what should go into radio legislation. By time the bill is reported out of Committee it is expected to contain several amendments in addition to those formulated by the co-authors.

NAB Opposes Rotation

Committee members last Thursday received from the NAB copies of a supplement to the hearings, containing a comparative print of S-814 by sections, with changes recommended by the Association, along with comments.

While endorsing the provision which would reorganize the FCC into two divisions, the NAB opposed rotation of the chairmanship, but urged statutory definition of responsibility. "If all Commissioners continue to act as a group on every subject which comes before the Commission, the game of 'follow the leader' will continue, as at present," the NAB commented.

Amendments relieving the Commission of regulatory jurisdiction over "equal opportunities" but defining it in the law were suggested. The NAB would prohibit the FCC from exercising regulatory control over "programs, the source, substance, or contractural arrangement governing the ability of program material or the control of the business or program policies of any station or station licensee."

"There can be no stability if either or both (programs and business practices) are subjected to the ever-changing economic views and philosophies of an ever-changing licensing agency," said the NAB recommendation. Sec. 9, on public questions, and Sec. 10, governing political broadcasts, were rewritten by the NAB. A clause making mandatory identification of comment and editorial opinion was suggested.

The NAB also rewrote Sec. 11 of title III which would prohibit licensees and the Commission from consoring the political or partisan trend of any material broadcast by public officers, candidates and politicians.

Newspaper ownership would be solved by an amendment suggested as follows: "The Commission shall make or promulgate no rule or regulation of substance or procedure, the purpose or effect of which will or may be to effect a discrimination between persons based upon their race, religious or political affiliation, or their occupation or business association."

Blue Campaign

PRELIMINARY advertisements in the magazine campaign the BLUE is planning to run through its recently-appointed agency, Geyer, Cornell & Newell, New York, broke last week in four magazines, *The New Yorker, Business Week, Fortune* and *U. S. News*. Theme of the ads is "What Is This Thing Called Radio". Details on the overall newspaper and magazine campaign will be announced later.

HAL HUDSON (left), CBS western program director, during a recent visit to the network's New York outlet, WABC, photographed with Margaret Arlen (center), conductor of a women's program on WABC, and Arthur Hull Hayes, WABC's general manager.

Let's Learn English

FOLLOWING UP the success of its quarter-hour transcribed series *Let's Learn Spanish*, heard both commercially and sustaining on some 50 stations throughout the country, the radio program division of Time Inc., during the first week in April, has arranged for a *Let's Learn English* (*Aprendamos Ingles*), series to start on stations in Latin and South America under sponsorship of Kolynos Co., New Haven (toothpaste). Consisting of 32 quarter-hour episodes, the twice-weekly series in Spanish will feature Pedro Domecq, heard on the U. S. version, Rafael Carvajol, and Ignacio Carral. Agency is Irwin Vladimir & Co., New York.

Ford Plans Jelling

ONE PHASE of the rumored shift in format of Ford Motor Co.'s seven-weekly quarter-hour on the BLUE was settled last week with announcement that the Sunday evening 8-8.15 spot will feature hereafter the Greenfield Village Choir, presented by Mr. and Mrs. Henry Ford from Greenfield Village in Michigan. Ray Henle is currently handling the Monday-through-Saturday Ford news program until the company decides whether to replace news with a musical or other type of program. Agency is J. Walter Thompson Co., New York.

Blue Votes Counted

MEMBERS of the BLUE Network stations Planning & Advisory Committee to represent the BLUE affiliates in conferences with the network management during 1944 are now being elected by BLUE stations in the seven districts of the country. Ernst & Ernst, accounting firm, is conducting the election, results of which are expected to be announced within the next few days. WTCN Minneapolis announced last week that C. T. (Swanee) Hagman, vice-president and general manager, had been elected a director for the Seventh District.

WPRA Transfer

APPLICATION was received by the FCC for the acquisition of control of WPRA Mayaguez, Puerto Rico, by Andres Camara, president, through the purchase of 77 shares of common stock from Ralph Perez Perry, general manager. Application was returned as it was incomplete.

FCC Public Notice Dismissing Newspaper-Ownership Issue...

FOLLOWING is the full text of the FCC "public notice" dismissing the newspaper-ownership issue:

"The Commission today (Jan. 13) closed the record and dismissed the proceeding instituted pursuant to Orders 79 and 79A relating to newspaper ownership of radio stations.

"The Commission has concluded, in the light of the record in this proceeding and of the grave legal and policy questions involved, not to adopt any general rule with respect to newspaper ownership of radio stations.

"A summary of the evidence in the proceeding is being forwarded to the appropriate committees of the Senate and House of Representatives in order to inform them of the facts developed by the investigation and for any consideration which they may desire to give the matter.

"Aside from the specific question of common ownership of newspapers and radio stations, the Commission recognizes the serious problem involved in the broader field of the control of the media of mass communications and the importance of avoiding monopoly of the avenues of communicating fact and opinion to the public. All the Commissioners agree to the general principle that diversification of control of such media is desirable. The Commission does not desire to discourage legally qualified persons from applying for licenses, but does desire to encourage the maximum number of qualified persons to enter the field of mass communications, and to permit them to use all modern inventions and improvements in the art to insure good public service.

"In the processing of individual applications for licenses, the Commission will inquire into and in its decisions give expression to 'public interest' considerations. The Commission does not feel that it should deny a license merely because the applicant is engaged or interested in a particular type of business. However, it does not intend in granting licenses in the public interest to permit concentration of control in the hands of the few to the exclusion of the many who may be equally well qualified to render such public service as is required of a licensee."

Alleged Reprisals Subject of Probe

House Committee Quiz Due To Resume This Week

FCC CHAIRMAN James Lawrence Fly will be questioned closely by members of the House Select Committee to Investigate the Commission about his alleged activities in connection with the retirement at 58 of Rear Adm. Stanford C. Hooper, former chief of Naval Communications, Rep. Clarence F. Lea (D-Cal.), Committee Chairman, said last week.

As a result of testimony given in open hearing last month by Commissioner T. A. M. Craven and his subsequent testimony in executive session [BROADCASTING, Dec. 6], the Committee will probe deeply into Mr. Fly's purported interest in Adm. Hooper's retirement.

Hoover Called

Mr. Lea said he had been informed that Chairman Fly displayed what purported to be a letter written by President Roosevelt and addressed to Secretary of the Navy Knox, questioning the loyalty of Rear Adm. Joseph Redman, director of Naval Communications, after Adm. Redman had given confidential testimony to the Committee legal staff.

Meantime the Committee was preparing to hear J. Edgar Hoover, director of the FBI, who is to be questioned this week on charges that the FCC refused to turn over to the FBI fingerprints of some 200,000 radio operators until several months after Pearl Harbor.

Date for this week's hearing is contingent upon action by the Rules Committee on Rep. Lea's aviation bill, the chairman said. General Counsel Eugene L. Garey said he is ready to resume hearings "at the convenience of the Committee".

Although General Counsel Charles R. Denny Jr. of the FCC refused to comment on the Commission's defense, Rep. Lea said he had been informed that Mr. Denny would be the first witness. Also that Robert D. Leigh, chief of the FBIS, and George E. Sterling, assistant chief engineer in charge of radio intelligence, would be called in addition to Chairman Fly.

Under procedure outlined to the Committee by Mr. Denny, after Counsel Garey had told Acting Chairman Hart (D-N.J.) that the "chairman of the FCC and the chairman of this Committee" had made arrangements for the presentation of the FCC defense, the Commission general counsel will conduct the affirmative examination and Mr. Garey, representing the investigators, will handle cross-examination.

J-W-T Elects

ANNOUNCEMENT was made last week by Stanley Resor, president of J. Walter Thompson, of the election of four members of the firm to the board of directors. They are: Robert T. Colwell, and O'Neill Ryan Jr., New York office, and Daniel Danker Jr., Hollywood office, and Merton V. Wieland, Chicago office.

Westergaard to Leave Feb. 1 For Army Duty

R. B. (DICK) WESTERGAARD, vice-president of Scripps-Howard Radio and general manager of WNOX Knoxville, was inducted into the Army last week and will report Feb. 1 to Camp Shelby, Miss. He went to Knoxville in 1935 from Iowa when Scripps - Howard acquired WNOX. Mr. Westergaard, whose successor has not been named, is the third Scripps-Howard top radio executive to enter the service. Jack R. Howard, president, is a Navy lieutenant and James C. Hanrahan, executive vice-president, is a major in the Army. Mortimer C. Watters, vice-president and general manager of WCPO Cincinnati, was elevated to the executive vice-presidency when Maj. Hanrahan was called to active duty.

Mr. Westergaard

McKesson's Budget

WITH an advertising appropriation of $2,500,000 for 1944, McKesson & Robbins, Bridgeport, is making advertising plans for its six products in the proprietary and toiletry fields, and has announced that starting the latter part of March it will sponsor a half-hour weekly program on the BLUE. Plans for 1944 were presented last week by L. M. Van Riper, vice-president in charge of advertising, at a meeting of company executives, merchandisers and special representatives from various McKesson & Robbins divisions throughout the country.

MBS Cancels Balter

MUTUAL last week notified Buyak Inc., Philadelphia, and its agency, Ivey & Ellington, Philadelphia, it was cancelling Sam Balter's *Sizing Up the News*, thrice-weekly program, effective Feb. 2. Both sponsor and agency have protested.

AP

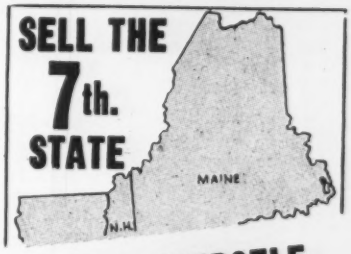
WKZO, Kalamazoo, Mich.

. . . nothing but complimentary remarks about AP from our Program Department. It's outstanding!

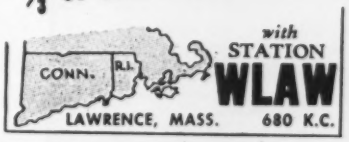
John E. Fetzer,
President and General Manager.

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

SELL THE 7th. STATE



* CUT YOURSELF 1/3 of NEW ENGLAND



with STATION WLAW
LAWRENCE, MASS. 680 K.C.

WDRC
CONNECTICUT'S PIONEER BROADCASTER

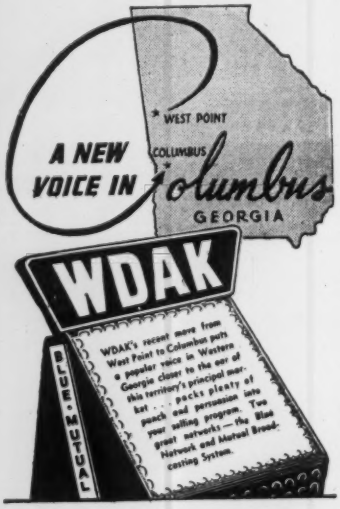
BEAUTIFUL TRIO . . .

Nothing delights time buyers more than the beautiful combination of (1) coverage, (2) programs, (3) rate! Especially when it's available in the rich Hartford Market! You get all 3 — on WDRC!

CONNECT IN CONNECTICUT!

TUCSON ARIZONA
CBS
KTUC
1400 KC
250 WATTS
REPRESENTED BY JOHN BLAIR & CO.
AFFILIATED WITH THE ARIZONA NETWORK:
KOY, Phoenix • KSUN, Bisbee-Lowell
AFFILIATED STATION WLS CHICAGO

BUY WAR BONDS


A NEW VOICE IN
WEST POINT
COLUMBUS
Columbus
GEORGIA
WDAK
WDAK's recent move from West Point to Columbus puts a popular voice in the ear of Georgia closer to the ear of this territory's principal merchant . . . packs plenty of punch and persuasion into your selling program. Two great networks—the Blue Network and Mutual Broadcasting System.
BLUE-MUTUAL

Headley-Reed, National Representative

WCAR

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the messages of national, regional and local advertisers are heard over WCAR's 1000 streamlined watts.

GET THE FACTS FROM **WCAR**

PONTIAC, MICHIGAN
or the Foreman Co. • Chicago • New York

Post-War Universal Time Advocated

Barron Howard Abhors Confusion Caused By CNYT

By BARRON HOWARD
Business Manager
WRVA Richmond, Va.

BACK IN the days when most New Yorkers thought Miami was a stop at the end of the subway line just South of the Jersey flats and that Chicago was somewhere in the neighborhood of the Bronx, an insidious combination of letters was invented. That phrase — CNYT — has spelled dynamite to the rest of the country ever since.

Mr. Howard

CNYT (Current New York Time) is a disease. Those afflicted can't just take it or leave it. Once infected by the virus the patient cannot tolerate the sight of a clock without feeling an irresistible urge to move the hands one way or the other. Those who are not infected find things very confusing.

Business Into Confusion

Of course it would be a simple matter if the entire nation could just get the disease and keep it. Then it would become the normal thing and would really cause no annoyance to anyone. The only really difficult part of the malady is its cyclic nature, resulting in kaleidoscopic changes back and forth to the continual bewilderment of the uninfected parties.

The disease centers itself in epidemic proportions in the large cities. When it strikes, the rest of the country is thrown into a dither. Roosters sulk on their roosts. Farmers jump into the stall with the cow. Transportation executives look for padded cells. Just when things become organized, the clock goes crazy again! In the radio industry traffic managers look for a drink of carbolic acid. Commercial managers duck into dark corners to avoid irate sponsors. Bookkeepers drown themselves in red ink because business is at a temporary standstill until the clock is straightened out.

Experience with permanent time —any kind of permanent time— be it daylight saving, standard or what have you—has shown beyond doubt that the periodic changes of the clock have cost the radio stations of the country hundreds of thousands of dollars in business. We create a "season" in a business that should have no such thing. Thus, we artificially give ourselves a hazard which does not exist naturally. There is no shade of justification for one city imposing its ideas upon another.

Metropolis, if it wants a time change, should by all equity accept the inconveniences of deviating from the national standard, rather than insisting that the national standard adjust to its own unique ideas. Acceptance of its radio programs at an off hour, along with railroad schedules, should be one of the normal penalties of tinkering with the local clock.

Contracts Per CNYT

As it happens this is one adjustment which cannot be postponed for the duration. Circumstances are such that a change is possible only when we have at least one year without an upheaval in the timekeeping system. Network commercial contracts are written in CNYT. The only possible way to correct this situation is to write network contracts in terms of some non-changing standard time. Obviously it would require a full year to get all contracts on a similar basis—and just as obviously only chaos could result should we have a time change while half the network contracts were in terms of standard time with the balance in CNYT.

There is still another urgent reason for network contracts to be changed. Station option time is set legally in terms of "local" time. In more cases than not "local" time is "standard" time. Any station in such a city is completely within its rights in refusing a network commercial offer when that offer is so written that a time change would throw the program into station option time.

To summarize the case: time changes are unfair and costly to the individual stations which remain on standard time; wartime, when we do not tinker with the clock, is the only practical time to handle the problem; stations are certainly justly entitled to a full and public check-up to determine what type of timekeeping would be most fair to the national audience; a change in the system is in order for post-war operations should it be found justified.

WJZ Expansion

IN AN expansion of the local programming activities of WJZ New York, whose shows have heretofore been written and produced by the BLUE writing staff, John McNeil, manager of WJZ, has appointed Maurice Joachim as script writer and producer in the station's program department. Mr. Joachim has written and produced many package shows. His most recent was *WJZ Cavalcade.*

Redskins on Air

FOOTBALL games of the Washington Redskins professional team will be carried on WMAL Washington and WITH Baltimore, according to the Redskins' office. Last season the games were sponsored on the stations by American Oil Co., placed through Joseph Katz Co.

College Students Learn About Video at W9XBK

PROGRESSIVE experimentation of several colleges and universities with television as a part of radio and drama studies is becoming evident. Stevens College, Columbia, Mo., sent 18 students and two instructors of its radio and drama class to W9XBK, Chicago television station on Jan. 10-11. Helen Carson, station director, arranged instruction, including technical matter, for the girls. They were permitted to enter an actual broadcast.

The broadcast, *Script Tease,* a regular W9XBK feature, consists of guest talent provided with an original situation and plot, and allowed a quarter-hour on the air to chart the drama. It presents television with the opportunity of discovering talent capable of ad lib dialogue. W9XBK again will play host to Stevens students in March when they will return with an original broadcast interpretation.

TRAINEE NOW at the Infantry Replacement Training Center, Camp Wolters, Tex., is Richard Postlethwaite, former announcer and writer for WBBM Chicago, WCCO Minneapolis, and more recently radio executive with the Russel M. Seeds Co. Better known as "Dick Post" at WCCO and "Dick Waite" at WBBM, he was affiliated for a number of years with such shows as *Beat the Band, People Are Funny* and *Upton Close.*

"OUR FIFTH YEAR"
for Kohlers Dry Cleaners, WFMJ
THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

LIKING OMAHA, and knowing why, won a plaque for Gilbert Harry, of the Union Pacific Railroad (center) in a contest for members of the Omaha Advertising Club, sponsored by KOWH Omaha. T. W. Summers (r) gave the second prize to Merle M. Moon (l) of the Northwestern Bell Telephone Co. The "I Like Omaha" contest was started to halt the migration of workers from Omaha, where they were needed in local industries and war plants. At each meeting of the ad club, five men were interviewed and their reasons transcribed for broadcasting over KOWH following the meetings. Final awards were made as reported above.

OWI Sells S.F. Studio

OWI has sold its studios in the Mark Hopkins Hotel, San Francisco, to Associated Broadcasters Inc. Used by shortwave stations KWID and KWIX and domestic station KSFO, the studios were constructed under Government financing with Associated Broadcasters holding the option to purchase.

The TEXAS RANGERS now

Selling RETAIL STORE on WLAC Nashville

...also selling many other products on many other stations.

George E. Halley
TEXAS RANGERS LIBRARY
HOTEL PICKWICK • KANSAS CITY, MO.

Radio Tackled Big Home Front Job In 1943 and Achieved Real Results

By PHILIP H. COHEN
Chief, OWI Domestic Radio Bureau

THE RADIO industry's contribution to the war in 1943 cannot be measured in terms of dollars and cents alone. It cannot be measured by the amount of broadcasting time devoted to war messages. The only true yardstick by which we can evaluate the industry's contribution is in terms of a difficult job well done.

Mr. Cohen

During the past year the radio industry placed facilities at the disposal of the Office of War Information to the amount of more than $100,000,000. It took on the job of informing the American public on 151 separate war information problems. American radio recruited WAVES, WACS, SPARS, nurses, Air Corps Cadets, urged listeners to salvage tin cans, scrap iron, fats, waste paper—raised money for War Bonds, Red Cross, National War Fund—collected Victory books and binoculars for the Navy, informed listeners how to get ration books, how to conserve food, how to care for Victory gardens, how to can food. And in addition to these 151 important war information problems, American radio still found time to keep its listeners up to the minute on the progress of the war—create an understanding of the reasons behind the Government's restrictive measures, such as rationing, price control, etc.

Some Success Stories

And, radio has accomplished results. The salvaging of fats showed a gain of 51% in the first six months of 1943 — recruitment of women for one branch of the armed services increased 119% in 9 weeks—43,000 inquiries in three weeks on student nurses, 20,000 ex-seamen brought back to man the Victory Fleet—2500 people recruited to unload perishable food in 3 days. These are just a few of the success stories written by radio during 1943—only a few on the list of a job well done.

These results and numerous others which cannot be measured were achieved by this contribution to the OWI Domestic Radio Bureau. During 1943—380 network programs, commercial and sustaining—cooperated with the Network Allocation plan, carried 7,904 important war information messages —an average of 152 messages per week. Another 144 commercial spot programs broadcast on two or more stations carried 1,932 important war messages—an average of 42 per week.

Under the local Station Announcement plan 3,503,493 OWI war messages were broadcast by 891 U. S. radio stations. The special Assignment plan accounted for 135 additional network programs which carried war messages over and above their regular allocation to the amount of 1,641 assignments—an average of 32 per week. In addition, 110 special broadcasts were arranged and 33 OWI subjects outlined in the Women's Radio War Guide were distributed to more than 1,000 local station women commentators and homemaking programs for broadcast.

The real story of radio's contribution to the war will probably never be written. There are too many unmeasurables and no one person knows the whole story. But even this one part of the picture—incomplete as it is—is so tremendous—the job that has been done is so outstanding—that the radio industry as a whole can be proud of its efforts. The record is an impressive one. But it could not have been achieved without the continued support of every local radio station, every advertiser, agency, network, writer, producer, director, performer, engineer—as a matter of fact the entire radio industry to a man.

Youthful Star Selected For Tour of Army Camps

NAMED FOR two of the largest New England Army camps, Camps Devens and Edwards, Devy Edwards (born Ann Michaels), left Boston last week with a caravan of six entertainers on a junket to Army bases in the far north. For the past two years she has arisen at 5 o'clock every morning to conduct WLAW's *Service Salute.*

Miss Edwards

The caravan will travel by air under the supervision of Major Bernard J. Duffy, chief of the special services of the First Service Command. The tour represents the first time in history that an individual radio station has been selected to present its outstanding star on such a trip.

Philip Morris Change

PHILIP MORRIS & Co., New York, plans a change of format for its *Philip Morris Playhouse* series Friday evenings on CBS, but so far has announced no definite show, other than the fact that it will be of the musical-comedy type. Hi Brown, director of the program, was replaced last week by Earle McGill. Agency is Biow Co., New York.

BERNARD TABAKIAN has joined Frederick W. Ziv Inc., transcription producers, as director of promotion. He has just completed a year's service in the Public relations office of the Air Service Command, and before that was with an agency in Cleveland.

790 KC KFQD 1000 W
ALASKA BROADCASTING CO.
Nat. Rep: Pan American Broadcasting Company
342 Madison Ave., N. Y. C.

Western Electric
The nation's largest producer of electronic and communications equipment for war.

KEEP BUYING BONDS!

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
New York City
FOR OFFENSE · FOR DEFENSE
BUY U.S. BONDS TODAY

THE BRIGHT SPOT
of Eastern New York
SCHENECTADY TROY ALBANY
WTRY
The Buying Triangle
Only BLUE Network
Station Covering this Area

WANTED
• Experienced salesman of planned advertising. Must furnish background information on experience, salary earned and age.
WKY Radiophone Company
Oklahoma City, Oklahoma.

Actions of the FEDERAL COMMUNICATIONS COMMISSION

JANUARY 8 TO JANUARY 14 INCLUSIVE

Decisions . . .

JANUARY 11

Birney Imes, Jr., Tupelo, Miss.—Granted CP new station, 1490 kc, 250 w, unlimited. Studio and transmitter sites to be determined later.

WBIR Knoxville, Tenn. — Granted vol. assgn. license from J. W. Birdwell to American Broadcasting Corp. for $135,000.

WHEB Portsmouth, N. H. — Granted transfer control from R. G. LeTourneau to Charles M. Dale for $60,000, representing 750 shares capital stock.

WTTM Trenton, N. J.—Granted acquisition control by Elmer H. Wene from Harry Zoog for $6,468.75, representing 43⅛ shares capital stock.

WKNE Keene, N. H.—Granted acquisition control from H. C. Wilder, Fred R. Ripley and George W. Smith by M. S. Wilder and R. C. Wilder for $19,400.

KLBN La Grande, Ore.—Granted mod. license move studio from La Grande to transmitter site 1.3 mi. from center of La Grande.

KPHO Phoenix, Ariz.—Granted vol. assgn. license from M. C. Reese to Phoenix Broadcasting Inc. for $60,000.

KXO El Centro, Cal.—Adopted order granting petition for reinstatement, amendment and grant of application for CP install new transmitter, change 1490 kc to 1230 kc, increase 100 w to 250 w. Conditions.

KEVE Everett, Wash.—Granted transfer control from Dr. J. R. Binyon and L. E. Wallgren to A. W. Talbot for $22,500. Also CP move transmitter from Everett, Wash., to Yakima, Wash.

WNBZ Saranac Lake, N. Y.—Granted petition for continuance hearing on application for license renewal from Jan. 18 to Feb. 9.

WJJD Chicago—Granted request for opportunity for early hearing to determine applicability of Sec. 3.35 to the operation of WJJD and WIND Gary, Ind.

JANUARY 14

WKY Oklahoma City—Granted mod. CP authorizing new transmitter, increase power and install DA, for extension completion date to 7/20/44.

KVOS Bellingham, Wash.—Granted license to cover CP authorizing change 1230 kc to 790 kc. Conditions.

Applications . . .

JANUARY 11

WOOC Wayne, N. J.—License to cover CP for new international station.

WOOW Wayne, N. J.—Same.

South Bend Broadcasting Corp., South Bend, Ind.—CP new standard station, 1490 kc, 250 w, unlimited.

KWBU Corpus Christi, Tex.—Vol. assgn. CP to the Century Broadcasting Co.

WPRA Mayaguez, Puerto Rico—Acquisition of control by Andres Camara through purchase of 77 shares common stock from Ralph Perez Perry. Incomplete.

School District City of Bay City, Bay City, Mich.—CP new FM station, service area 40 sq. mi. Incomplete.

JANUARY 14

WAAB Worcester, Mass.—Assignment license from Yankee Network Inc. to Winter Street Corp.

WEAN Providence, R. I.—Same.

WNAC Boston—Same.

WICC Bridgeport, Conn.—Same.

WJZ New York—License cover CP authorizing move auxiliary transmitter, install new transmitter and antenna, change power.

WJIM Inc., Lansing, Mich.—CP new FM station, 47,700 kc, 3,800 sq. mi.

Network Accounts

All time Eastern Wartime unless indicated

New Business

ELECTRIC AUTO-LITE Co., Toledo (institutional) on Jan. 18 starts *Everything for the Boys* with Ronald Colman, on 11 CBC Dominion stations, Tues. 7:30-8 p.m. Agency: Ruthrauff & Ryan, New York.

THOMAS J. LIPTON, Toronto (tea) on Jan. 18 starts *Town and Country* on 24 CBC Dominion stations, Tues. 8-8:30 p.m. Agency: Vickers & Benson Ltd., Toronto. Lipton on Jan. 31 starts *Liptonaires* on 30 CBC Transcanada and Dominion stations, Mon. thru Fri. 4:30-4:45 p.m. Agency: Vickers & Benson Ltd., Toronto.

ACME BREWERIES, Inc., San Francisco, on January 5 started sponsorship of *Fiesta Time* on 4 CBS Cal. stations (KQW KROY KGDM KARM) Tues. 7:30-8 p.m. PWT. Agency: Brisacher, Van Norden & Staff, San Francisco.

MILES LABS., Elkhart, Ind. (Alka-Selzer, One-a-Day vitamins), on Jan. 31 for 60 weeks starts *Robert St. John* on 39 NBC stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: Wade Adv. Agency, Chicago.

Renewal Accounts

BRITISH-AMERICAN OIL Co., Toronto (gasoline) on Jan. 6 renewed *Fighting Navy* on 25 CBC Transcanada stations, Thurs. 9:30-10 p.m. Agency: J. Walter Thompson Co. Ltd., Toronto.

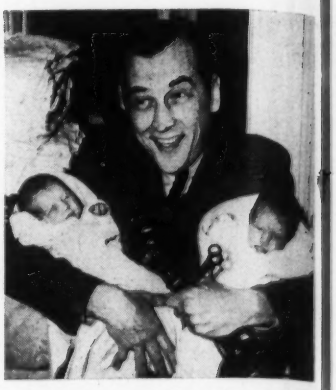
SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil and Snowdrift), on Feb. 28 renews *Neighbors—Irene Beasley* on 44 CBS stations, Mon. thru Fri., at the same time shifting from 3-3:15 p.m. to 3:15-3:30 p.m. Agency: Kenyon & Eckhardt, N. Y.

PRINCE MATCHABELLI, New York (perfumes and cosmetics), on Jan. 16 renewed for 13 weeks *Stradivari Orchestra with Paul Lavalle* on 42 NBC stations, Sun., 12:30-1 p.m. Agency: Morse International, N. Y.

LEVER BROS. Co., Cambridge (Lifebuoy soap), on Jan. 6 renewed for 52 weeks *Bob Burns, the Arkansas Traveler* on 74 NBC stations Thurs., 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y. For Rinso, Lever on Jan. 17 adds 7 CBS stations to *Big Sister*, making a total of 80 CBS stations, Mon. thru Fri., 12:15-12:30 p.m. Agency: Ruthrauff & Ryan, N. Y.

SEALTEST Inc., New York (milk and ice cream), on Jan. 6 renewed for 52 weeks *Joan Davis & Jack Haley* on 69 NBC stations, Thurs., 9:30-10 p.m. Agency: McKee & Albright, Philadelphia.

CITIES SERVICE Co., New York, on Jan. 28 renews *Cities Service Concert* on 65 NBC stations, Fri., 8-8:30 p.m. Agency: Foote, Cone & Belding, N. Y.



CALLING FRIENDS to announce the arrival of a doubleheader Christmas gift is Ray Carlson, technician of WISN Milwaukee. The twins Kenneth (r) and Carol Ann, were born 4 a.m. Christmas morning. Another Christmas gift followed a few days later—the hospital bill, paid in full by fellow WISN employes who now claim part interest in the new arrivals.

in the CONTROL ROOM

PAUL PROKES, formerly on the engineering staff of WIND Gary, Ind., has joined the engineering department of Johns-Hopkins Applied Physics Lab., Silver Spring, Md.

GEORGE KECK, formerly of the OWI and previously with WTTM Trenton and WAZL Hazelton, Pa., has joined the CBS engineering staff as a studio technician.

FLOYD LONG, radio engineer and United Airlines instructor, has joined Universal Microphone Co., Inglewood, Cal., as technician engineer in production control laboratory.

FRED H. PINKERTON, director of public relations, advertising and sales promotion for Reeves Sound Labs., New York, has resigned. Mr. Pinkerton remains as public relations counsel for the National Electric Wholesalers Assn., N. Y.

BETTY LANG, continuity writer, and DICK WILLIAMS, technical staff of CKWX Vancouver, have announced their engagement.

PAUL (Uncas) GERHARDT, engineer of WMTW Mt. Washington, N. J., has married Florence Kerrigan of Quincy, Mass.

ROSS DE ROY, formerly of WTOP Washington, D. C., has joined KHJ Hollywood as master control engineer.

AL GROOM has joined the transmitter staff of CKGB Timmins, Ont.

GENERAL TELEVISION CORP.
70 Brookline Ave.
Boston, Massachusetts
First in Television Development
in
NEW ENGLAND

TEXAS STATION MANAGER OPEN FOR POSITION
• Present connection 8 years. Excellent sales production and profit making record. Now managing local network outlet. Good reason for desiring change. Would like permanent position with opportunity to purchase interest in station and participate in profits.
Box 722, BROADCASTING

WANTED
Baseball Announcer — A man of unusual ability to handle the exclusive broadcasting for one of the Chicago Major League clubs. State experience, draft status and desired salary.
Box 727, BROADCASTING

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count three words for box address. Forms close one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

ANNOUNCER—Capable handling news—any class operator license. KIUP, Durango, Colorado.

Announcer—Must be dependable and ambitious. Good pay and permanent job for right man. Write—Wire—or telephone WDNC, Durham, N. C.

WRITER—Industrial Motion Picture producer wants contact with experienced independent script writer. Box 725, BROADCASTING.

OPERATOR — Permanent position with chance of advancement. State qualifications and enclose small photo. Please include your recommendations. Write Technical Manager, WFDF, Flint, Michigan.

ANNOUNCER—Male—wanted at once. No Sunday hours. Send all particulars. Station WGNY, Newburgh, N. Y.

Engineer—First or second class license; Good Pay; Non-Defense area; Reasonable living cost. Must be draft deferred. WSYB Rutland, Vermont.

Announcer-Salesman—Who can assume responsibility and work into assistant managership Alaska station. Give complete details regarding yourself. Seattle office KINY-KTKN, 708 American Bldg., Seattle, Wash.

Wanted—Announcer-operator, with first class license. Must be capable of news and general announcing network station. Send details to KSEI, Pocatello, Idaho.

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Draft status, starting salary first letter. Write Box 724, BROADCASTING.

Operator—With first class ticket. 5 kw Regional. Also opening for second class man. Advise age, experience, draft status first letter. Box 721, BROADCASTING.

Announcer—With some experience for 5 kw regional station just going network. Advise age, experience & draft status first letter. Box 720, BROADCASTING.

Major Market network station needs versatile, experienced, draft-exempt announcer. Permanent job. Excellent working conditions and salary. Box 717, BROADCASTING.

Opening For Experienced Announcer—Permanent. Excellent working conditions. $45 weekly. Send transcription, complete data to WGAC, Augusta, Ga.

Announcer Wanted At Once — Must be capable of news and general announcing. Network station. Send details, audition record, references and salary desired to Radio Station KHMO, Hannibal, Missouri.

RADIO TIME SALESMAN—Good salary, permanent. State experience, age and full qualifications. Enclose photograph. KVOR, Colorado Springs, Colo.

ANNOUNCER—Permanent position available to experienced man on 5 kw CBS station. Basic $42.50 per week. Opportunity overtime and commercial fees. Write and send transcription immediately. WDOD, Chattanooga, Tenn.

Experienced Radio Announcer—On 5 kw Regional Network Station. Give personal information and salary requirements. Box 718, BROADCASTING.

Licensed Operator—Who can do some announcing for Alaska stations. Good salary, transportation from Seattle. Give complete details your qualifications. Office KINY-KTKN, 708 American Bldg., Seattle, Wash.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 723, BROADCASTING.

Help Wanted (Cont'd)

ANNOUNCER—Progressive Southern NBC affiliate has opening for draft deferred announcer. Prefer experienced man from small southern station. Unusual opportunity. Permanent position. Give all details. Box 704, BROADCASTING. Replies confidential.

Situations Wanted

WORK WANTED—As a SELLING manager or as a commercial manager. Five years present job, clear channel network station. Ten years in radio. Excellent sales record. Good working knowledge of all phases of operation. Married, one child. Draft 4F, 32 years old. Desire percentage or bonus basis, pleasant, permanent setup. Complete, detailed presentation upon request. Write Box 700, BROADCASTING.

ANNOUNCER—23, married, 4F, six years' experience. Now employed by one of the best stations in Texas. Desire permanent position outside state, prefer California. State salary. Box 726, BROADCASTING.

TRAINED RADIO HELP AVAILABLE—To help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radio-telephone licenses and other Radio communication work. Some trained girls are available right along. When you need women technicians, please write us. No obligation, no fees. **DeFOREST'S TRAINING, INC.**, 2533 N. Ashland Ave., Chicago 14, Illinois.

Capable Young Man — Deferred — Four years radio experience including announcing, acting, writing, production. Desires affiliation with writer, station or agency offering opportunities in writing or production. Box 719, BROADCASTING.

PRODUCER WRITER — Ex-serviceman, long experience, best references, seeks connection with network, agency or major station. Box 716, BROADCASTING.

PROGRAM-PRODUCTION DIRECTOR—Complete 6 year background. Now with 10 kw network outlet. Major network production and announcing experience. Dependable, cooperative, amiable. Thoroughly qualified in handling and training men. Splendid record with top stations. Excellent references. Age 26, family man, draft exempt. All replies considered. Box 715, BROADCASTING.

Announcer-Program Director—Draft exempt, honorable discharge, two years college, five years local, 7 network experience. Married and settled. Best references. West Coast only. Box 712, BROADCASTING.

Announcer—Young, ambitious, draft exempt. Box 708, BROADCASTING.

HIGHLY EXPERIENCED, VERSATILE WRITING - PRODUCING - ANNOUNCING TEAM WANTS PERMANENT CONNECTION WITH PROMINENT NETWORK STATION. FULL DETAILS ON REQUEST. Box 709, BROADCASTING.

TRANSMITTER ENGINEER—At 50,000 watt station desires change and permanent connection. Prefer South, Southwest. Extensive experience. Box 710, BROADCASTING.

Chief Engineer—Desires permanent connection with progressive station. Experienced design, construction and maintenance all types broadcast transmitters. Draft exempt. Box 707, BROADCASTING.

CHIEF ENGINEER FOR CALIFORNIA STATION—Managerial ability, fine announcer. Box 706, BROADCASTING.

Situations Wanted (Cont'd)

STATION MANAGERS — Family man with Army discharge and six years experience in announcing and production desires change. Now employed 5 KW station. Prefer production job. State all first letter. Box 695, BROADCASTING.

News Editor—Announcer experience on three of four Maj. Nets. Discharged. Draft Exempt. Min. $75.00 wkly. Box 694, BDOADCASTING.

TOP SALESMAN of Basic station available after February first; Gentile, Married, over draft age. Commission or bonus with definite percentage basis, with or without drawing account or salary. Will gamble on my own ability. Unpleasant working conditions and limited prospects, reason for making a change. Station must be network affiliate, preferably one with possibilities of regional contracts. Capable of managing Commercial Department. Permanent connection first consideration. Box 705, BROADCASTING.

Announcer — Three years' experience, working on local New York stations. Interested in Eastern or mid-west station. Best offer. Box 701, BROADCASTING.

Program Director-Announcer—Six years local network. 28, 2A, 2 children. Now available. Contact Apartment 214, 801 West Sixth Ave., Gary, Indiana.

ANNOUNCER — 4F, experienced, desires opportunity vicinity New York. Box 697, BROADCASTING.

MANAGER OR COMMERCIAL MANAGER—Now managing network affiliate. 5 years radio, 6 years newspaper. Sales representative National Firms 5 years. Happily married, 2 children, reliable, proven sales record. Box 696, BROADCASTING.

For Sale

FOR SALE—179 ft. Blaw-Knox tower insulated, self-supporting, tapered cross-section. Price, $2,525 cash. KFAC, Los Angeles 5.

FOR SALE—375' Lehigh Tower with beacon and side lights. WSJS, Winston-Salem 1, N. C.

For Sale—Collins equipment. New condition. 2YS Antenna Coupler for use 1000 watts vertical antenna. Price $185.00. 26C Peak Limiting Amplifier and 409G Isolation Transformer. Price $275.00. Box 713, BROADCASTING.

FOR SALE—RCA 1 kw amplifier unit, with complete set extra tubes. Box 703, BROADCASTING.

FOR SALE—250-watt transmitter, almost new. Box 702, BROADCASTING.

Wanted to Buy

Wanted To Buy—One or two self supporting vertical radiators 250-300 feet high. WKBH, LaCrosse, Wisconsin.

Wanted To Buy—250 watt transmitter and other station equipment. Give full pedigree. Roberts, 2428 Green Street, Harrisburg, Pa.

Wanted To Buy—All or controlling interest in a local or regional station located in a southeastern state, present management and personnel to continue operations. Box 714, BROADCASTING.

Will Buy—100 watt or 250 watt transmitter with or without modulation and frequency monitors. Give full details and price in first letter. Box 711, BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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MO 2-7859

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

BACK THE ATTACK
'TIL THEY COME BACK!

4th Loan Underway With All-Net Show

Stations and Chains Plan Extensive Bond Campaigns

FULL-HOUR BROADCAST designed to carry to the men in the armed services a picture of home front activities in war production and bond buying to "back the attack" will officially open the Fourth War Loan Drive for $14,000,000,000 Jan. 17 and will be aired over the four major networks from 9-10 p.m. The program will be transcribed and later rebroadcast for service men overseas.

Secretary of the Treasury Morgenthau will be presented as narrator of the *Let's All Back the Attack* show which will feature "cut-ins" from various parts of the country, including war production centers and brief visits with the governors of states on the four borders of the U. S. Capt. Ronald Reagan, former movie actor, will appear in the major role in a music-dramatic production to be presented. Others to be included on the program are Bing Crosby, Judy Garland, John Charles Thomas and Capt. Glenn Miller with his Army Air Forces band.

The kick-off show will originate from New York with David Broekman and his Treasury Orchestra providing musical background. Conrad Nagle will announce.

Other Loan Plans

Extensive plans for special activities, programs, and bond promotion features are being planned by the networks and individual stations to supplement the Fourth Loan radio campaign programs and announcements which have been offered stations by the War Finance Division of the Treasury Dept. and the OWI. The WFD and OWI material has been prepared with special emphasis on local sponsorship, placing radio on a more equitable basis with other media [BROADCASTING, Jan. 10].

In a three-way nationwide tie-up, CBS and its 134 stations, the American Hotel Assn. with 5,500 member hotels, and the Treasury Dept., from Jan. 18 through Feb. 15 will stage a series of 12 cross-country rallies and broadcasts as part of the Fourth Loan Drive. Broadcast on CBS from leading hotels where testimonial dinners are to be held honoring local war bond campaign workers, the programs will feature human interest stories of local and regional bond sales, music by name bands and guest appearances of Hollywood stars. The series will be presented at various evening periods as half-hour broadcasts. Programs will be produced by William N. Robson, Norman Corwin, William Spier, Lt. (jg) George Zachary, Robert Lewis Shayon and Chester Renier.

Also as part of its contribution to the Drive, CBS is arranging for Kate Smith to devote an entire day to selling bonds in the same way she broadcast last fall, when she sold more than $39,000,000 worth of bonds. *Kate Smith-CBS War Bond Day* will be Feb. 1, with Kate on duty from 8 a.m. to 1 a.m. Feb. 2.

NBC-BSA Drive

In a closed circuit talk with the managers of affiliated stations and Scout leaders, NBC last Friday afternoon announced plans for a coordinated national "mopup and cleanup" drive to be conducted by the Boy Scouts of America in conjunction with NBC Feb. 8-15, final week of the Fourth Loan and the Boy Scouts' 34th anniversary week. A several-hour variety program on Feb. 8, NBC Bond Day, will start the campaign. Even the familiar NBC chimes have been tuned to bond promotion with a Sonovox interpretation of "Buy War Bonds". A one-hour show on Lincoln's birthday, with pickups from various points about the country, will feature Boy Scouts who have participated in the vast house-to-house canvassing to be conducted.

Scouts will also be available to handle bond phone calls, deliver bonds and messages and other duties at stations in the NBC-BSA campaign. Speakers on the Friday closed-circuit presentation which originated from Washington and New York were: George W. Healey, director of the OWI Domestic Branch; Robert W. Coyne, field director of the Treasury WFD; William S. Hedges, vice-president in charge of stations, NBC; and Dr. Elbert Fretwell, chief BSA executive.

Mutual on Jan. 18 will open the Fourth Loan with the ringing of the Liberty Bell from Independence Square in Philadelphia, 11:55-12 noon, together with a broadcast by Archbishop Francis J. Spellman, who will give the invocation and prayer. A special program originating from Ft. Dix will be presented on the afternoon of the 18th and will include pickups from war fronts overseas and Halloran Hospital.

WOR, Mutual's key outlet in New York, has arranged for a special staff and telephone number to take local war bond orders and pledges, with all of WOR's personalities on daytime and night programs making the Drive an integral part of their shows. On four consecutive Saturday nights during the campaign WOR will conduct a "Victory Auction", selling actual war souvenirs and relics of historical importance to those making the highest war bond bids. Dave Elman of *Hobby Lobby* fame will be the auctioneer. Steve Ellis' *Moonlight Saving Time* program in the early hours of Jan. 19 will broadcast from various war plants where name dance bands have been setup. *Chickering 4-7110* is the title of a Monday through Friday bond promotion program to be heard in the late afternoon on WOR during the Drive and is the special phone number to be used to accept bond orders and pledges.

Detroit Activities

Fourth Loan Drive was launched in the Detroit area a week before the national date, the Retailer's Victory Committee, cooperating with local stations, inaugurating the campaign with a full-hour radio show. Broadcast was made the evening of Jan. 9 and was carried by all stations in the Detroit area: WJR WXYZ WWJ CKLW WJBK WJLB WEXL.

Program was written and produced by Naiph J. Abodaher, Retailers' radio chairman and radio director of Simons-Michelson Agency. Talent was provided by the local stations and free-lancers. Featured were WJR's Don Large Chorus, WWJ's Sophisticates, WXYZ's newscaster Lee Smits and Michigan's Governor Harry F. Kelly.

The new Graphlex war picture exhibit is being used for war bond promotion in tie-ins with stations across the country. The Treasury Dept. is providing stations with a complete exhibit of 100 of the pictures for their use in promotion activities. The Folmer Graflex Corp., Rochester, has prepared the exhibits. Showings now are scheduled for Boston, Baltimore, Buffalo, Cleveland, Indianapolis, Los Angeles, Milwaukee, Pittsburgh, Philadelphia, San Francisco, New York, Detroit, Washington and other cities. Indiana has chosen the exhibit as the central feature for its state campaign.

Eight Utah stations are planning a combined state-wide hookup for a series of bond promotion shows during the Drive. KSL Salt Lake City will originate two of the programs. WJZ New York has set up a special war bond booth in the lobby of the RCA Building for bond purchasers wishing to attend the "All-American Jazz Band" concert to be presented at the Metropolitan Opera House on Jan. 18. Members of the WJZ Victory Troop will sell bonds as tickets for the concert, to be broadcast 9:30-9:55 p.m.

Indiana Program

Indiana stations and WLW Cincinnati on Jan. 13 carried a special advance Fourth Loan program prepared by the Indiana War Finance Committee. Program originated from Indianapolis and included Governor Henry F. Schricker, E. C. Pulliam, state chairman of the Indiana WFC, and the well known Billings Hospital concert orchestra. Remotes were aired from a large steel plant, a typical retail store in Ft. Wayne, a typical office and a store at the crossroads of America in Posey County, Ind.

The BLUE outlet in Cleveland, WJW, will produce a one-hour program daily during the drive beginning Jan. 18. Show will be presented 12-1 p.m. at the Union Terminal Tower and will be broadcast from 12:30-1 p.m. Talent for the series will be composed of visiting celebrities and local theatre and nightclub personalities.

Radio's sports broadcasters will join forces to help boost the sale of bonds with a special half-hour program now being planned for Jan. 24 from one of the New York radio theatres. Great figures in sports will be present and Bobby Jones, now a major in the Army, stationed in London, will broadcast on the program via the BBC.

Drawn for BROADCASTING by Sid Hix

"He Scared Himself With That Villain Laugh and Fainted."

MacLeish Preview

PREVIEW of Archibald MacLeish's new radio series, *The American Story*, beginning on NBC in February will be heard over a closed circuit between NBC New York and the Chicago YWCA. To take place Jan. 20, at 6 p.m. the Librarian of Congress' program is a special feature of a meeting of the Assn. for Education by Radio. Dr. James Rowland Angell, NBC educational counselor will speak from New York.

FOTOS FOR FRIDAY

ARCHIE
of "Duffy's
Tavern"

Cheering indeed to WLW advertisers are the pictures of Friday . . and every day . . audiences portrayed in Hooper's portfolio of all radio listening in the Middle West, "The Listening Finger Points." And so striking is the dominance they enjoy it is hardly surprising that

MORE ADVERTISERS SPEND MORE MONEY TO SELL MORE MERCHANDISE TO MORE PEOPLE ON WLW THAN ON ANY OTHER RADIO STATION IN THE WORLD.

"AMOS 'n ANDY"

EVELYN MacGREGOR—of "Waltz Time"

BEA WAIN
of "Your
All Time
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THE NATION'S MOST MERCHANDISE-ABLE STATION
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